



Consumer Foodservice in South Korea

March 2026

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Consumer Foodservice in South Korea

EXECUTIVE SUMMARY

Lacklustre performance reflects weak purchasing power

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Restaurants roll out direct to consumer initiatives

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Modest outlook for consumer foodservice

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WHAT'S NEXT?

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WHAT'S NEXT?

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WHAT'S NEXT?

Bright outlook for limited-service restaurants

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Ikea Restaurants embraces discounting to attract shoppers

WHAT'S NEXT?

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Popularity of affordable street snacks drives growth

Increasing demand among foreign visitors

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WHAT'S NEXT?

Modest outlook for street stalls/kiosks

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INDUSTRY PERFORMANCE

Retail locations perform better than standalone locations
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Players adopt compact store model as part of cost rationalisation

WHAT'S NEXT?

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