Euromonitor International

Baked Goods in South Korea

November 2025

Table of Contents

Baked Goods in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baked goods evolving to meet new consumption occasions

INDUSTRY PERFORMANCE

Bread transforming from an indulgent snack to a meal replacement option
Dessert bread retains its popularity but players rebrand to meet evolving trends

WHAT'S NEXT?

Producers of baked goods may need to feed off pop culture to stand out
Clean label products and digestibility set to outpace traditional health claims
Bakery-to-go expansion of bread into foodservice and hybrid meal formats

COMPETITIVE LANDSCAPE

SPC maintains its leadership despite public backlash from safety incident
Private label on the rise with strong value proposition

CHANNELS

Artisanal bakeries and hypermarkets dominate but convenience stores are making inroads
E-commerce still lags behind despite continued growth

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2020-2025
Table 2 - Sales of Baked Goods by Category: Value 2020-2025
Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025
Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025
Table 5 - Sales of Pastries by Type: % Value 2020-2025
Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025
Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025
Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025
Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030
Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030
Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030
Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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Staple Foods in South Korea - Industry Overview

EXECUTIVE SUMMARY

Volume sales stagnate but opportunities exist in adding value to the market

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Volume sales stagnate while value growth is propelled by the search for healthier options
Health and sustainability on the menu as primary considerations
Rising production costs hit sweet treats

WHAT'S NEXT?

Growth expected to remain focused more on value than volume gains
Competition set to evolve through new product development and distribution strategies

Changing lifestyle behaviours expected to influence the future of staple foods

COMPETITIVE LANDSCAPE

CJ Cheiljedang strengthens its leading position with its trusted product range
Nongshim and Ottogi provide stiff competition with tried and trusted products

CHANNELS

Hypermarkets lead sales but convenience stores have become testing grounds
E-commerce continues to grow and develop

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025
Table 14 - Sales of Staple Foods by Category: Value 2020-2025
Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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