



Rice, Pasta and Noodles in South Korea

November 2025

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2025 DEVELOPMENTS

Sales stagnate as consumers turn to alternative meal options

INDUSTRY PERFORMANCE

Sales stagnate as consumer tastes and preferences evolve

Players focus on adding value

WHAT'S NEXT?

Ready-to-eat rice to shift toward health, functionality, and personalisation

Noodles expected to serve as a testing ground

Premium and imported pasta set for growth

COMPETITIVE LANDSCAPE

Nongshim retains a strong lead with ongoing investment new products and marketing

Leading players in rice and pasta facing increasing competition

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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

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