



Street Stalls/Kiosks in South Korea

March 2026

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Street Stalls/Kiosks in South Korea - Category analysis

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2025 DEVELOPMENTS

Moderate growth as consumer preferences evolve

INDUSTRY PERFORMANCE

Popularity of affordable street snacks drives growth

Increasing demand among foreign visitors

Changing diets negatively impact sales of tanghulu

WHAT'S NEXT?

Modest outlook for street stalls/kiosks

Convenience stores pose threat to street stalls/kiosks

Increasing reliance on kiosks is anticipated

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Myungrang Hot Dog loses traction as value positioning shifts

Unmanned bakeries boosts performance of other players

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Consumer Foodservice in South Korea - Industry Overview

EXECUTIVE SUMMARY

Lacklustre performance reflects weak purchasing power

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INDUSTRY PERFORMANCE

Economic headwinds eat into revenue performance

Restaurants roll out direct to consumer initiatives

Experiential offerings and loyalty programmes gain traction

WHAT'S NEXT?

Modest outlook for consumer foodservice

Automation and AI are embraced to enhance efficiency and reduce labour costs

COMPETITIVE LANDSCAPE

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