



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in South Korea

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of processed meat, seafood and alternatives under pressure

INDUSTRY PERFORMANCE

Shelf stable products under pressure due to mounting health concerns

Processed meat and seafood find new opportunities as protein-rich snacks

WHAT'S NEXT?

Lifestyle shifts will accelerate demand for on-the-go protein formats

Health-conscious consumers will push the category toward clean label and plant-based innovation

Players likely to focus on format innovation and distribution strategies to gain share

COMPETITIVE LANDSCAPE

Innovation remains a feature of the market

Private label making gains thanks to a more affordable positioning

CHANNELS

E-commerce now the second largest distribution channel in the market

Convenience stores not just a sales point but also a testing point

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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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 15 - Sales of Staple Foods by Category: Volume 2020-2025
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-south-korea/report.