



Meals and Soups in South Korea

November 2025

Table of Contents

Meals and Soups in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers demand premium ingredients and convenience

INDUSTRY PERFORMANCE

Convenience and quality drive growth in meals and soups

Shelf-stable ready meals and dry soups are perceived to be less healthy

WHAT'S NEXT?

Demand for high-quality convenience foods will continue to rise

Competition to intensify in Home Meal Replacement (HMR)

Direct-to-consumer expansion will strengthen brand independence from retailers

COMPETITIVE LANDSCAPE

Competition is set to intensify in frozen ready meals

Structural challenges to continue from private label

CHANNELS

Private label thrives in store-based grocery retailers

Major brands gain traction via e-commerce

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in South Korea - Industry Overview

EXECUTIVE SUMMARY

Widening range and innovation at both ends of price spectrum

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumers shift towards ready-to-eat products as convenience attracts shoppers

Wider range of products entices consumers seeking greater choice and value

WHAT'S NEXT?

Structural change will force brands to rethink price-value propositions

Retail disruption is anticipated as food manufacturers build D2C
Consumer demand is becoming polarised between affordable and premium choices

COMPETITIVE LANDSCAPE

Retailers are gaining prominence in a fiercely competitive landscape
Private label makes significant gains

CHANNELS

Retail e-commerce is transforming market dynamics as direct to consumer platforms emerge
Consumers are more selective in their channel choice

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 21 - Penetration of Private Label by Category: % Value 2020-2025
Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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