

Consumer and Market Insights: Savory Snacks Market in South Korea to 2019

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Summary

- Economic recovery will help sustain demand in consumer goods market in South Korea
- The Processed Snacks category has the highest volume share in the South Korean Savory Snacks market
- Hypermarkets & Supermarkets is the leading distribution channel in South Korea's Food market
- Flexible Packaging is the most used packaging material in the Savory Snacks market.

Scope

This report brings together multiple data sources to provide a comprehensive overview of the Savory Snacks Market in South Korea as part of our global coverage of the sector. This report draws on market data, analyzing value and volume data and category and channel distribution breakdown, also highlighting which categories are witnessing the highest growth. Brand analysis is also provided. It contains top line foodservice transaction figures highlighting where the most opportunistic channels are for industry players in the country.

- The overall market value and volume data included in the report is for the period 2014-2019.
- This report provides information on **seven categories** including Potato Chips, Processed Snacks, Pretzels, Nuts and Seeds, Popcorn, Ethnic/Traditional Snacks, and Meat Snacks.
- The report provides more extensive brand share coverage. Brand share data is also validated by inputs from industry experts.
- The Distribution data included in the report covers 11 distribution channels including Cash & Carries & Warehouse Clubs, "Dollar Stores", Variety Stores & General Merchandise Retailers, Hypermarkets & Supermarkets, Convenience Stores
- Detailed packaging analysis is also provided, analyzing category trends and also packaging material and type.

Reasons to buy this report

This report provides thorough, fact based analysis of Savory & Deli Foods Market in South Korea. The findings are supported by Canadian data collected using extensive secondary and primary research methodologies.

Country Context

Analysis is provided on key macro economic indicators including GDP per capita, consumer price index and population for 2009-2014

Market Overview

Helps identify high potential categories and explore further market opportunities based on detailed value and volume analysis

Retail Landscape and Key Distribution Channels

Existing and new players can analyse key distribution channels to identify and evaluate trends and opportunities

Packaging

Includes analysis on packaging materials, containers, closures and others. Also provides forecast growth in usage of the same for 2014-2019

Brand and Private label Share

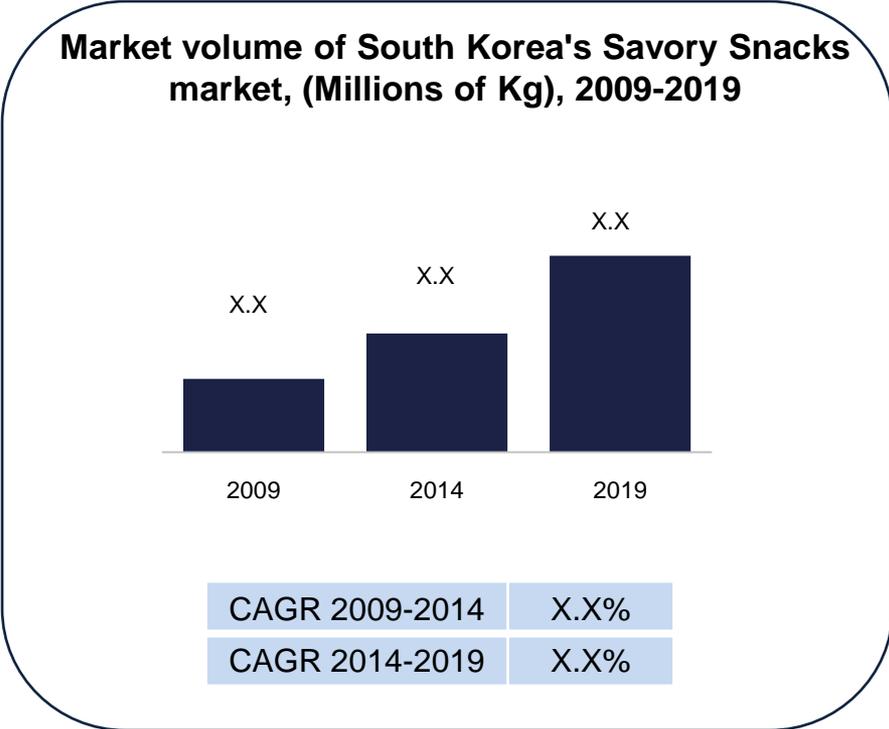
Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning

South Korea's Savory Snacks market is forecast to register higher growth in value and volume terms during 2014-2019

- The Savory Snacks Market in South Korea grew at a CAGR of X.X% during 2009-2014 and is forecast to register growth at a CAGR of X.X % during 2014-2019. Increase preference for fruit based snacks and Savory Snacks product containing natural fats is expected to influence the growth of Savory snacks market.
- Volume consumption of Savory Snacks is forecast to grow from X.X Kg million in 2014 to X.X Kg million in 2019 to register growth at a CAGR of X.X % during 2014-2019.

Market value of South Korea's Savory Snacks market, 2009-2019

	EUR million	US\$ million
2009	X.X	X.X
2014	X.X	X.X
2019	X.X	X.X
CAGR 2009-2014	X.X%	X.X%
CAGR 2014-2019	X.X%	X.X%



Potato Chips and Nuts & Seeds will gain market share during 2014-2019

Change in market share in the Savory Snacks market

Winners

Losers

Category

Change in market share, 2014–2019

Category

Change in market share, 2014–2019

1 Potato Chips



The Potato Chips category is forecast to gain market share, growing from X.X% in 2014 to X.X % in 2019.

1 Processed Snacks



The Nuts & Seeds category will lose market share, declining from X.X % in 2014 to X.X % in 2019.

2 Nuts & Seeds



The Nuts & Seeds category is forecast to gain market share, growing from X.X% in 2014 to X.X % in 2019.

2 Popcorn



The Processed Snacks category will lose market share, declining from X.X % in 2014 to X.X % in 2019.

3 Meat Snacks



The Meat Snacks category is forecast to gain market share, growing from X.X% in 2014 to X.X % in 2019.

Methodology

This report features data derived from market data.

Market Data

In order to create the data for all reports in this series and ensure their robustness, a comprehensive and empirically robust research methodology has been adopted. This combines both a large-scale program of industry research with the results of extensive primary industry interviewing and calling. Furthermore, all definitions are standardized across products and countries to ensure comparability.

The two main research methods, secondary research and primary research (the program of interviewing industry contacts), are brought together and because both sets of research processes have been designed in conjunction with each other they can be combined and consolidated into the final, integrated data sets.

The secondary research process involves covering publicly available sources, trade associations, specialist databases, company annual reports, and industry publications. Primary research involves a major program of interviewing leading industry executives for each category covered in each country – all with local country experts; typically brand, product and marketing managers for major brands within each country. These processes help analysts in capturing both qualitative and quantitative information about the market.

The final stage of the process is the triangulation of inputs obtained from all the research methods with the analyst's own understanding of the market in order to finalize the data. Once the data is finalized, it goes through various top level quality checks prior to publishing.

Related Reports

- Consumer and Market Insights: Prepared Meals Market in Malaysia
- Consumer and Market Insights: Prepared Meals Market in the Philippines
- Consumer and Market Insights: Prepared Meals Market in Japan
- Consumer and Market Insights: Prepared Meals Market in Hong Kong
- Consumer and Market Insights: Prepared Meals Market in Singapore

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