Consumer and Market Insights: Ice Cream Market in South Korea

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July 2015

Sample pages

Single User Price: US$1272
Summary

• Of the three Ice Cream categories analyzed, Artisanal Ice Cream will remain the largest as well as fastest growing category during 2009-2019
• South Korea’s Ice Cream market is led by international players Lotte and Together which together account for 18.7% share of the market
• Private Label has considerable market penetration of 0.7% in 2014. They compete with brands beyond price points, which has resulted in a Private Label products gaining market share from brands during 2011-2014
• The use of Bag/Sachet containers for packaging Ice Cream is forecast to grow at a high CAGR of 5.9% during 2014-2019, led by increasing demand for Impulse Ice Cream Single Serve category
• Local consumers’ increasing choice and the desire to experience new flavors are the most influential factors contributing to Ice Cream market growth

Scope

This report brings together multiple data sources to provide a comprehensive overview of the Ice Cream sector 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 three categories including Artisanal Ice Cream, Impulse Ice Cream – Single Serve and Take-home and Bulk Ice Cream
• 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.
This report provides thorough, fact based analysis of the Ice Cream Market in South Korea. The findings are supported by Canadean data collected using extensive secondary and primary research methodologies.

**Reasons to buy this report**

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

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

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

**Brand and Private label Share**
Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning.

**Retail Landscape and Key Distribution Channels**
Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities.

**Consumer Trends**
Provides access to the key and most influential consumer trends driving Ice Cream consumption, and how they influence consumer behavior in the market which will help determine the best audiences to target.
The Ice Cream market growth will decline in US dollar terms during 2014-2019 compared to 2009-2014

• The Ice Cream market in South Korea grows at a CAGR of X.X% in US$ terms during 2009-2014 and further forecast to decline at a CAGR of X.X% during 2014-2019.

• The volume consumption of Ice Cream products is forecast to grow from XXX.X Kg million in 2014 to XXX.X Kg million in 2019 to register growth at a CAGR of X.X% during 2014-2019.
Artisanal Ice Cream will be the fastest growing category in off-trade sales during 2014-2019

The Impulse Ice Cream-Single Serve category which accounted for off-trade sales of KRWXXX.X million (US$XXX.X million) in 2014 is the largest category by value sales and is forecast to register CAGR of X.X% during 2014-2019. Artisanal Ice Cream category will register fastest growth at a CAGR of X.X% during 2014-2019.

Market value of categories in the Ice Cream market (On-trade)
Leading distribution channels in South Korea’s Ice Cream market, 2014

Ice Cream market as a percentage of overall Food: Ice Cream accounted for X.X% of food retail sales in South Korea in 2013.

Hypermarkets & Supermarkets are the leading retailers of food in South Korea. They accounted for X.X% of food retail sales in the country, followed by Food & Drinks Specialists with a X.X% share. Food & Drinks Specialists registered the highest growth at a CAGR of X.X% in local currency terms during 2010-2013.

On-trade sales accounted for X.X% of the sales in the South Korea’s Ice Cream market. Food & Drinks Specialists accounted for X.X% of the distribution share in South Korea’s Ice Cream market in 2014. Hypermarkets & Supermarkets was the second leading distribution channel and accounted for X.X% of the market share.
Prize Off is the preferred closure type in the Ice Cream market in South Korea.

### Overview of South Korea’s Ice Cream market by packaging closure/outers used in 2014

#### Key Packaging Closures

<table>
<thead>
<tr>
<th>Rank</th>
<th>Closure Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Prize Off</td>
<td>XX.X%</td>
</tr>
<tr>
<td>2</td>
<td>Film</td>
<td>XX.X%</td>
</tr>
</tbody>
</table>

Prize Off closures were used for packaging of XX.X% of Ice Cream products in 2014.

#### Key Packaging Outers

<table>
<thead>
<tr>
<th>Rank</th>
<th>Outer Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Box</td>
<td>X.X%</td>
</tr>
</tbody>
</table>

Box Outers were used for packaging of X.X% of Ice Cream products in 2014.

### Key Packaging Closures by category

- **Impulse Ice Cream-Single Serve**
  - Prize Off: X%
  - Film: X%
  - Other: X%

- **Take-Home and Bulk Ice Cream**
  - Prize Off: X%
  - Film: X%
  - Other: X%

- **Artisanal Ice Cream**
  - Prize Off: X%
  - Film: X%
  - Other: X%

Prize Off closure was the preferred Closure across categories in 2014.

* Data for Ice Cream using Closures.

### Key Packaging Outers by category

- **Impulse Ice Cream-Single Serve**
  - Box: X%

Box Outers was used for packaging of Impulse Ice Cream- Single Serve category in 2014.

* Data for Ice Cream using outers.
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: Ice Cream Market in Poland
• Consumer and Market Insights: Ice Cream Market in Sweden
• Consumer and Market Insights: Ice Cream Market in Netherlands
• Consumer and Market Insights: Ice Cream Market in Canada
• Consumer and Market Insights: Ice Cream Market in Japan
• Consumer and Market Insights: Ice Cream Market in South Africa
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