

Voluntary Report – Voluntary - Public Distribution

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Report Name: Ice Cream and Frozen Yogurt Market Brief

Country: Korea - Republic of

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Report Category: Product Brief, Dairy and Products

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Report Highlights:

The Republic of Korea's (ROK) ice cream and frozen yogurt imports steadily grew at a compound annual growth rate (CAGR) of 14 percent from 2020 to 2024. In addition, domestic ice cream sales have rebounded 5% from 2022 to 2024. The United States holds the third-largest market share of ice cream imports at \$12 million in 2024.

Summary:

Despite price increases in raw materials and demographic changes in the Republic of Korea (ROK), the domestic ice cream market experienced slight growth in 2024, reaching \$1.4 trillion won total sales – an increase of 1.28% compared to the previous year. As the "healthy pleasure" trend continues to gain momentum in the ROK, plant-based and zero-sugar ice creams are experiencing significant growth, driven largely by the MZ generation and consumers' increasing sensitivity to sugar intake. Overall, bar ice cream continues to be the popular choice among Korean consumers, reaching 468 billion won in total sales in 2024. Top competitors include France, Thailand, and Australia.

A more comprehensive overview of the ice cream and frozen yogurt market can be found in the attached report.

Attachments:

[Korea Ice Cream and Frozen Yogurt Market Brief 2025.pdf](#)