

Voluntary Report – Voluntary - Public Distribution

Date: September 09, 2025

Report Number: KS2025-0027

Report Name: Peanut and Peanut Butter Market Brief

Country: Korea - Republic of

Post: Seoul ATO

Report Category: Product Brief

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Report Highlights:

Peanuts are popular in the Republic of Korea (ROK) and there is a growing interest for peanut butter over the past couple of years. The United States holds the second-largest market share of peanut imports at \$0.7 million and the highest for peanut butter at \$16.1 million in 2024.

Summary

The “healthy pleasure” trend, where Korean consumers seek food that is both nutritious and enjoyable, has helped incorporate peanuts and peanut butter in consumer’s diets. Once relatively less favored than fruit jams, peanut butter is now rebranded as a health-conscious food in the Republic of Korea (ROK), with sales growing from 4.5 billion won in 2019 to 7.4 billion won in 2024. The United States holds the largest market share of peanut butter imports into the ROK at roughly 51%. Top competitors include China for peanuts, and China, Argentina, and Canada for peanut butter.

A more comprehensive overview of the peanut and peanut butter market can be found in the attached report.

Attachments:

[Korea Peanuts and Peanut Butter Market Brief 2025.pdf](#)