

Global Gochujang Market 2026

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

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Indicator	Value
Market size (2025)	USD 1.3 bn
Forecast (2031)	USD 2.1 bn
CAGR (2021-2031)	8.7%
Study period	2021-2031
Largest region	Asia-Pacific · 62.4%
Fastest-growing region	North America · 11.7%
Market concentration	Moderate
Licence	Individual / Company

The global gochujang market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at an XX% CAGR. International adoption is moving beyond Korean households and restaurants as food manufacturers, mainstream grocers and global foodservice operators incorporate fermented sweet-heat flavours into sauces, marinades, prepared meals and limited-time menus. Asia-Pacific retained XX% of market value in 2025, while North America is forecast to grow fastest at XX% annually. Product innovation is concentrating on squeezable formats, milder ready-to-use sauces, clean-label fermentation and gluten-free formulations.

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Executive summary

The global gochujang market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at an XX% CAGR. International adoption is moving beyond Korean households and restaurants as food manufacturers, mainstream grocers and global foodservice operators incorporate fermented sweet-heat flavours into sauces, marinades, prepared meals and limited-time menus. Asia-Pacific retained XX% of market value in 2025, while North America is forecast to grow fastest at XX% annually. Product innovation is concentrating on squeezable formats, milder ready-to-use sauces, clean-label fermentation and gluten-free formulations.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- Global gochujang sales reached USD XXX billion and approximately XXX tonnes in 2025.
- The market will add USD XXX million in annual revenue between 2025 and 2031, reaching USD XXX billion.
- Traditional fermented paste generated XX% of 2025 value, while ready-to-use gochujang sauce will grow fastest at a XX% CAGR.
- Asia-Pacific represented XX% of global value in 2025; South Korea alone accounted for XX% of worldwide sales.
- North America will record the fastest regional growth at XX% annually as supermarket distribution and non-Korean foodservice applications deepen.
- Retail channels represented XX% of 2025 sales, supported by Asian grocery networks, mainstream supermarket listings and e-commerce discovery.
- Korean sauce exports reached USD XXX million in 2024, rising XX% year over year, according to the Republic of Korea Ministry of Agriculture, Food and Rural Affairs.
- Korean sauce exports reached USD XXX million in the first half of 2025, an XX% year-over-year increase, with gochujang included among the products driving demand.

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Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

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Global Gochujang Market Trends and Growth Drivers

Gochujang is progressing from an ethnically concentrated pantry product into a globally recognised fermented condiment. The category's economic appeal lies in its ability to serve multiple flavour functions—heat, sweetness, salt, acidity and umami—while carrying a clear Korean identity that differentiates it from generic chilli sauces.

Growth is strongest where brands translate concentrated paste into accessible formats and applications. Squeeze bottles, recipe-ready sauces and familiar flavour bridges such as barbecue, mayonnaise and salad dressing reduce the knowledge required for first use, while foodservice exposure creates a trial pathway into retail purchasing.

The operating challenge is to preserve fermentation-led character while meeting international expectations for lower sodium, allergen transparency, clean ingredients and consistent heat. Scale advantages therefore extend beyond production volume to fermentation control, export compliance, application support and destination-market distribution.

Growth drivers

Korean cuisine enters mainstream consumption

Korean restaurants, streaming content, music and social media have made dishes such as bibimbap, tteokbokki and Korean fried chicken familiar to a wider global audience. Gochujang benefits directly because it is a distinctive, named pantry ingredient that consumers can connect to these dishes and reproduce at home.

Sweet-heat and fermented flavours gain menu space

Gochujang combines chilli heat, sweetness, acidity and fermented umami in one ingredient, matching demand for layered rather than purely intense heat. Chefs and packaged-food developers use it in burgers, wings, mayonnaise, barbecue sauce and dressings, extending demand beyond Korean recipes.

Mainstream retail distribution broadens access

Listings are shifting from specialist Asian stores into international aisles, condiment sets and online grocery platforms. Greater shelf access raises trial rates and supports repeat purchases when brands provide clear heat indicators, recipes and familiar dispensing formats.

Ready-to-use formats remove preparation barriers

Seasoned sauces and squeeze bottles eliminate the need to dilute dense paste or balance it with vinegar, sugar and oil. These formats command higher unit prices and address occasional users, younger households and consumers seeking immediate dipping or drizzling applications.

Foodservice adoption creates repeat-volume demand

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Quick-service restaurants, casual dining chains, caterers and delivery kitchens increasingly deploy gochujang in limited-time and permanent menu items. Standardised bulk formulations allow operators to create differentiated flavour while maintaining consistency across locations.

Industrial formulation expands ingredient demand

Snack seasonings, frozen meals, meat alternatives, marinades and meal kits are creating demand for concentrated paste, powder and customised gochujang bases. Suppliers with application laboratories and stable fermentation profiles are positioned to secure multi-year business-to-business contracts.

Restraints

Sodium and sugar scrutiny limits frequency

Traditional formulations can carry substantial salt and added sweeteners, placing gochujang under the same nutritional scrutiny as other concentrated condiments. Reformulation is technically demanding because salt and sugar influence fermentation stability, texture and flavour balance.

Wheat and soybean allergens narrow accessibility

Many recipes use wheat-derived grain components and soy, requiring prominent allergen declarations in major markets. Gluten-free variants are expanding, but separate sourcing, validation and production controls raise costs and complicate portfolio management.

Fermentation and chilli costs pressure margins

Red-pepper prices, grain costs, energy use and fermentation inventory collectively influence production economics. Producers cannot fully compress maturation cycles without changing flavour, leaving traditional products more exposed to working-capital and input-cost pressure.

Category dilution weakens product understanding

Products labelled as gochujang sauce can range from lightly seasoned fermented paste to sweet chilli-style condiments with limited fermented content. Inconsistent sensory experiences can impede repeat purchase and create price comparisons between products with materially different ingredient and production profiles.

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Gochujang Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Korean cuisine enters mainstream consumption	XXX	XXX	XXX
Sweet-heat and fermented flavours gain menu space	XXX	XXX	XXX
Mainstream retail distribution broadens access	XXX	XXX	XXX
Ready-to-use formats remove preparation barriers	XXX	XXX	XXX
Foodservice adoption creates repeat-volume demand	XXX	XXX	XXX
Industrial formulation expands ingredient demand	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Sodium and sugar scrutiny limits frequency	XXX	XXX	XXX
Wheat and soybean allergens narrow accessibility	XXX	XXX	XXX
Fermentation and chilli costs pressure margins	XXX	XXX	XXX
Category dilution weakens product understanding	XXX	XXX	XXX

Source: XXX

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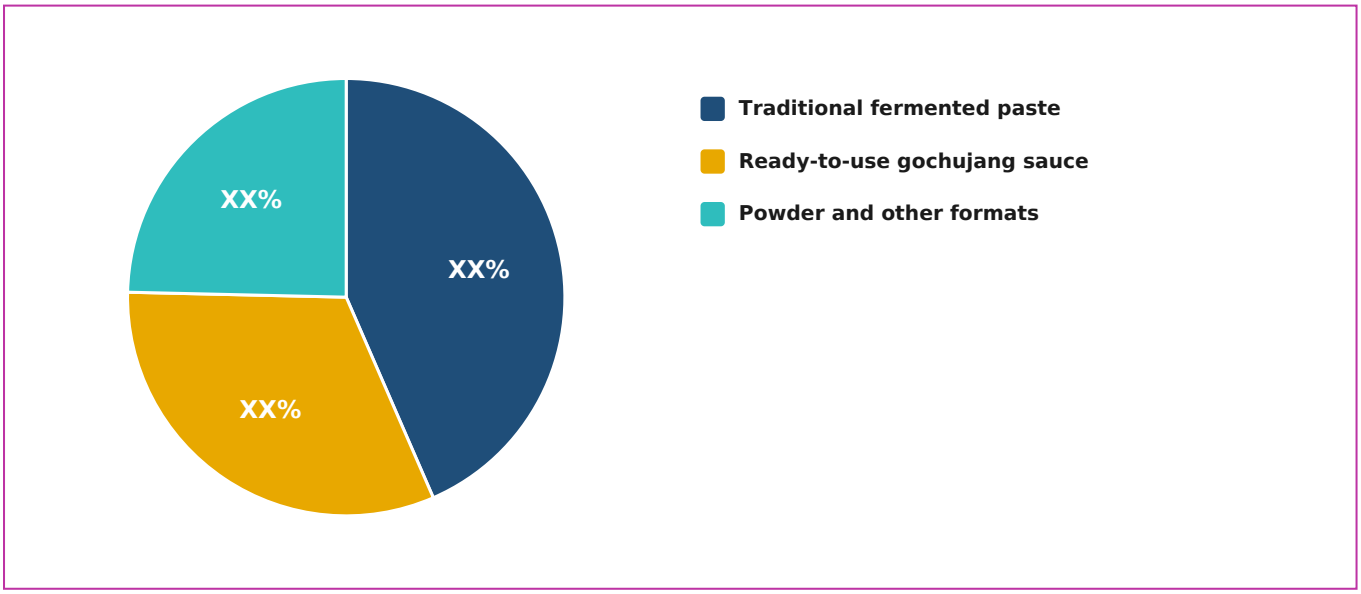
Gochujang Market Segmentation by Product, Formulation, Packaging and Channel

By Product Type

Traditional paste remains the principal household and professional-kitchen format because it provides concentrated fermented flavour and flexible recipe control. Ready-to-use sauces are gaining share through milder flavour, immediate dispensing and applications in dipping, glazing and dressing. Powder and dry products remain smaller but are expanding in industrial seasoning and shelf-stable export applications.

Value share by product Type, 2025



Source: XXX

Value by product Type, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Traditional fermented paste	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Ready-to-use gochujang sauce	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Powder and other formats	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Formulation

Conventional grain-based products dominate established Korean demand and value-oriented export ranges. Gluten-free and non-wheat formulations are scaling in North America and Europe as brands address allergen-conscious consumers and broaden natural-channel distribution. Reduced-sodium or reduced-sugar products are advancing from a small base as producers apply fermentation and flavour-

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balancing technology to maintain depth.

Value by formulation, USD bn

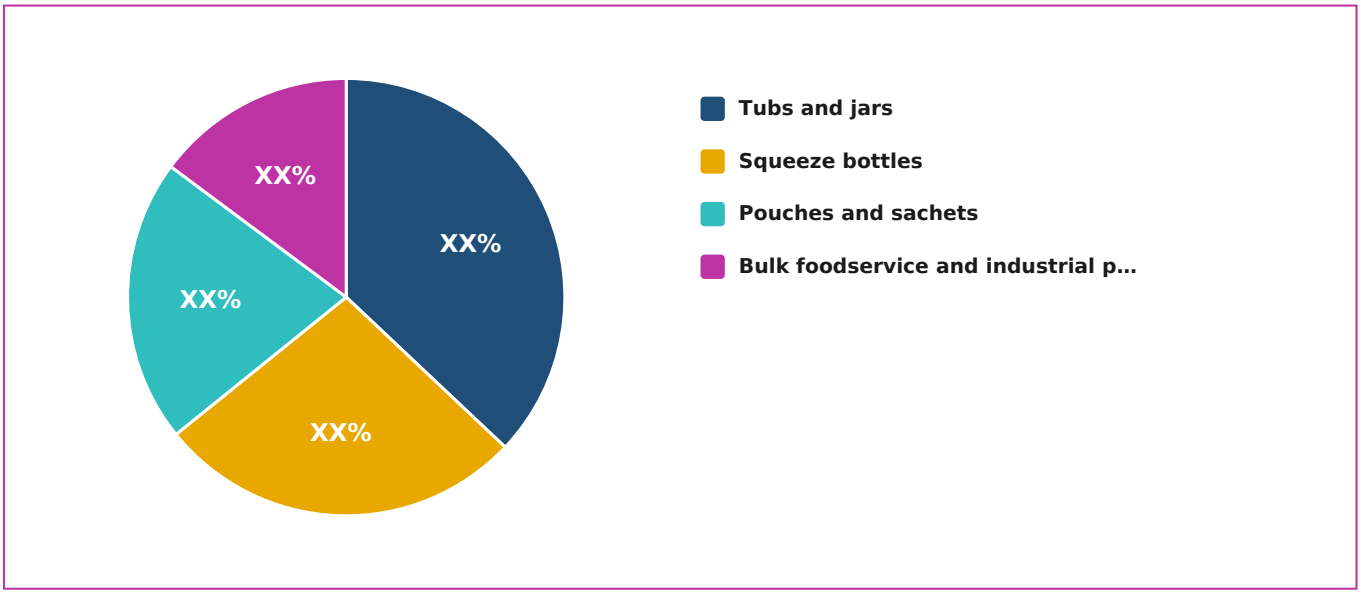
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Conventional	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Gluten-free and non-wheat	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Reduced-sodium or reduced-sugar	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Packaging

Tubs and jars remain aligned with dense traditional paste and household storage practices. Squeeze bottles are transforming international usage by enabling portion control and condiment-style application without utensils. Pouches serve refill, convenience and export-price objectives, while bulk pails and bags-in-box support restaurant and industrial customers.

Value share by packaging, 2025



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Value by packaging, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Tubs and jars	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Squeeze bottles	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Pouches and sachets	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Bulk foodservice and industrial packs	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Distribution Channel

Retail leads through habitual household demand in Asia and rapidly expanding international grocery availability. Foodservice is increasing its share as Korean restaurants scale and non-Korean operators add gochujang to chicken, barbecue, bowls and sandwiches. Industrial demand is developing through prepared foods, snacks, meal kits and customised sauce bases.

Value by distribution Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Industrial	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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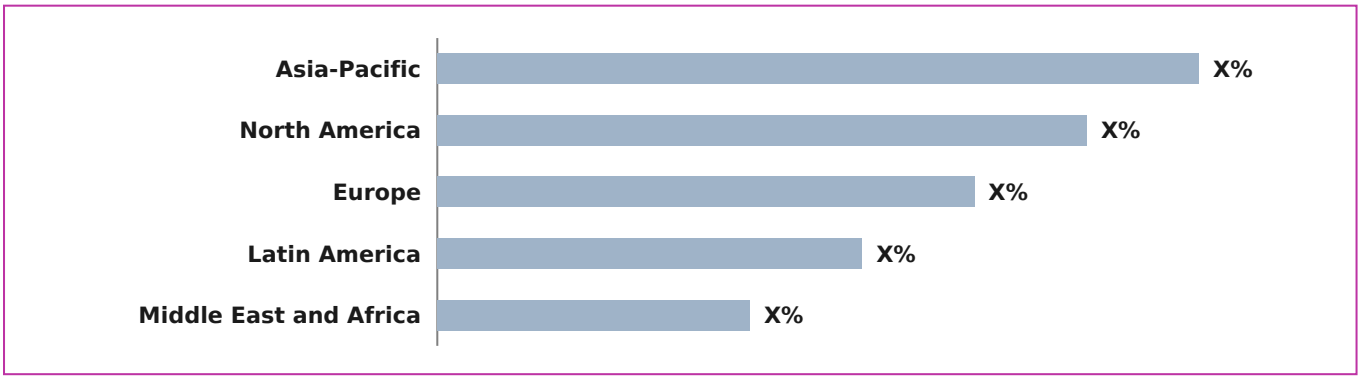
Gochujang Market Regional Analysis and Country Outlook

Asia-Pacific generated USD XXX million in 2025, equal to XX% of global value. South Korea remains the category's production, consumption and innovation centre, supported by habitual household use and the established CJ CheilJedang, Daesang and Sempio portfolios. Japan, China and Australia provide the largest adjacent opportunities, with growth coming from Korean dining, imported packaged foods and locally adapted sauces.

North America is forecast to expand at an XX% CAGR and increase its global share from XX% in 2025 to XX% in 2031. The United States drives this trajectory through mainstream grocery placement, restaurant experimentation, chef advocacy and the use of gochujang in barbecue, chicken, burgers and plant-based dishes. Canada benefits from multicultural urban demand, while Mexico offers a natural flavour bridge through established chilli-condiment consumption.

Europe will grow at XX% annually, led by the United Kingdom, Germany, France and the Netherlands. Distributor development, Asian retail networks and restaurant adoption are widening availability, while EU allergen, nutrition and language-labelling requirements favour suppliers with export-ready packaging and documented controls. Latin America and the Middle East and Africa remain smaller but offer targeted opportunities in Brazil, the United Arab Emirates, Saudi Arabia and South Africa.

Growth rate by region, 2025-2031



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Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

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Gochujang Market Competitive Landscape and Company Share

The market is moderately concentrated: the five largest suppliers generated XX% of global revenue in 2025. CJ CheilJedang, Daesang and Sempio lead through Korean manufacturing scale, established fermentation expertise and extensive international distribution. Their portfolios span traditional tubs, premium pastes, reduced-sodium products, sauces and foodservice formats.

Competition is becoming more layered as multinational condiment businesses introduce Korean-inspired sauces and specialist brands emphasise organic ingredients, traditional fermentation or modern squeeze packaging. Retailer private labels are emerging in developed markets, although fermentation know-how, taste consistency and authentic sourcing remain meaningful barriers to scale.

Strategic investment is shifting from export-only models toward local sales organisations, regional co-packing, chef-led marketing and application development. Acquisitions remain less prominent than distribution alliances and portfolio extensions, while capacity investment in fermentation, automated filling and export-compliant allergen controls supports the next stage of international growth.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
CJ CheilJedang Corporation	XXX	XXX	XXX	XXX
Daesang Corporation	XXX	XXX	XXX	XXX
Sempio Foods Company	XXX	XXX	XXX	XXX
Sajo Daerim Corporation	XXX	XXX	XXX	XXX
Monggo Foods Company	XXX	XXX	XXX	XXX
Kikkoman Corporation	XXX	XXX	XXX	XXX
Otafuku Sauce Company	XXX	XXX	XXX	XXX
Wang Globalnet	XXX	XXX	XXX	XXX
Roland Foods	XXX	XXX	XXX	XXX
Mother-in-Law's	XXX	XXX	XXX	XXX

Source: XXX

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Gochujang Market Forecast, Scenarios and Growth Opportunities

The global market will sustain an XX% CAGR through 2031 as international sales progressively reduce dependence on mature Korean household demand. Ready-to-use sauces, squeeze packaging and foodservice applications will capture a disproportionate share of incremental revenue, while traditional paste remains the largest format throughout the forecast.

In the upside scenario, faster mainstream supermarket placement and adoption by multinational restaurant chains lift the 2031 market to USD XXX billion. The downside scenario reaches USD XXX billion if input-cost inflation, weak consumer education and regulatory reformulation costs slow international conversion.

Winning suppliers will combine authentic fermentation credentials with simple usage communication, calibrated heat, compliant allergen labelling and formats suited to non-Korean cooking. Regional flavour adaptation will matter, but products that dilute the fermented identity too far will struggle to build durable category value.

Opportunities

- Locally tailored heat levels and flavour combinations
- Gluten-free, reduced-sodium and organic formulations
- Single-serve foodservice packs and professional kitchen formats
- Gochujang-based barbecue, dipping and salad sauces
- Private-label partnerships with mainstream retailers
- Local production and packing outside South Korea
- Premium traditional and region-of-origin products

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