



Euromonitor  
International

# Health and Wellness in South Korea

January 2026

Table of Contents

EXECUTIVE SUMMARY

Health pleasure and functional everyday choices shape market momentum

INDUSTRY PERFORMANCE

Blood sugar control and weight awareness become mainstream dietary priorities  
Functional nutrition and natural credibility support premiumisation

WHAT'S NEXT

Hybrid innovation and clean reformulation drive long-term growth

COUNTRY REPORTS DISCLAIMER

HW Hot Drinks in South Korea

KEY DATA FINDINGS

2024 DEVELOPMENTS

Zero-sugar innovation and caffeine moderation reshape hot drinks

INDUSTRY PERFORMANCE

Sugar reduction, caffeine moderation and premium tea drive category evolution  
Fat-free formulations support healthy indulgence  
Zero-sugar hot drinks accelerate mass-market adoption

WHAT'S NEXT

Functional reformulation and premiumisation drive future growth  
Fat-free positioning remains relevant but incremental  
No-sugar innovation remains a key competitive battleground

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

HW Soft Drinks in South Korea

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hybrid innovation accelerates as health-conscious choices go mainstream

INDUSTRY PERFORMANCE

Health-oriented hybrid beverages reshape soft drinks consumption  
Natural positioning strengthens through bottled water leadership and sustainability  
Good source of minerals gains relevance through health routines and hydration trends

WHAT'S NEXT

Functional innovation and clean reformulation drive future growth  
Natural remains central to premiumisation and sustainability strategies  
Good source of minerals benefits from premium hydration and lifestyle alignment

CATEGORY DATA

- Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024
- Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029
- Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

[HW Snacks in South Korea](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven reformulation accelerates premiumisation in snacks

INDUSTRY PERFORMANCE

Low-calorie indulgence and protein enrichment redefine snacking  
No-sugar positioning expands rapidly across confectionery  
Organic snacks benefit from food safety and premium perceptions

WHAT'S NEXT

Plant-based and low-carb innovation reshapes future snacking  
No-sugar snacks remain a core growth driver  
Organic prove stabilise as functional claims gain priority

CATEGORY DATA

- Table 19 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
- Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
- Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
- Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

[HW Dairy Products and Alternatives in South Korea](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthy pleasure and sugar reduction reshape dairy innovation

INDUSTRY PERFORMANCE

Health-focused reformulation and polarised consumption patterns  
Probiotic positioning remains central to yoghurt demand  
Low-fat dairy loses priority amid shifting health preferences

WHAT'S NEXT

Digestive comfort and personalised health drive future innovation  
Probiotic dairy adapts to low-sugar and customisation trends  
Low-fat positioning remains secondary to broader wellness claims

CATEGORY DATA

- Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024
- Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024
- Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
- Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20
- Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2
- Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029
- Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

[HW Cooking Ingredients and Meals in South Korea](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health pleasure drives demand for natural, lower-sugar cooking solutions

INDUSTRY PERFORMANCE

Convenience and sugar reduction shape everyday cooking choices  
Natural ingredients support the health pleasure trend  
Weight management gains relevance amid lifestyle shifts

WHAT'S NEXT

Low-calorie innovation moves beyond simple reduction  
Natural remains a core pillar of health-oriented cooking  
Weight management shifts towards quality and variety

CATEGORY DATA

- Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024
- Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024
- Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

HW Staple Foods in South Korea

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health pleasure and convenience underpin strong growth in organic staples

INDUSTRY PERFORMANCE

- Health pleasure and convenience reshape staple food consumption
- Natural positioning aligns with lighter processing and functional grains
- Organic benefits from health awareness and smaller households

WHAT'S NEXT

- Health-focused convenience and functional nutrition shaping staple foods
- Natural positioning reinforced by clean-label trust and everyday usability
- Organic growth constrained by price sensitivity but supported by quality differentiation

CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

---

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/health-and-wellness-in-south-korea/report](http://www.euromonitor.com/health-and-wellness-in-south-korea/report).