



Health and Wellness in South Korea

August 2024

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Health and Wellness in South Korea

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in South Korea

KEY DATA FINDINGS

2023 DEVELOPMENTS

No sugar accounts for the highest sales within health and wellness hot drinks in 2023
No caffeine maintains high sales, but growth performances vary across categories
Keto hot drinks sees the fastest growth in health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

No sugar and no caffeine expected to remain popular in hot drinks in the forecast period
Vegetarian set to see one of the strongest growth rates over the forecast period
Good source of antioxidants hot drinks will be one to watch

CATEGORY DATA

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2023 DEVELOPMENTS

High consumer demand for natural products, especially bottled water and RTD tea
No sugar leads health and wellness soft drinks in 2023, and maintains dynamism due to new launches
Functional products rise in significance within soft drinks, especially good source of minerals, as consumers look to boost their metabolism

PROSPECTS AND OPPORTUNITIES

No caffeine to see further growth as the “zero” trend extends from no sugar
No sugar also set to see a promising performance in health and wellness soft drinks to 2028 due to health and weight concerns
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Organic holds the highest share of value sales within health and wellness snacks, as younger consumers in particular are interested in health

Move towards low salt snacks, as consumer concern about overconsumption rises

Vegan shows promise due to consumer concern about health, weight, animal welfare, and the environment

PROSPECTS AND OPPORTUNITIES

No/low/no added sugar to see strong growth, as younger consumers in particular are interested in health

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2023 DEVELOPMENTS

High protein has been widely adopted as a claim in dairy products and alternatives

Consumers look for the probiotic claim to maintain a strong metabolism in 2023

Low/no salt boosted by increasing consumer base amidst rising dietary concerns

PROSPECTS AND OPPORTUNITIES

Sugar reduction set to emerge as an area of strong growth

Lactose free likely to show promise during the forecast period, along with rising consumer awareness and a wider product range

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With concerns about overprocessed foods, natural leads health and wellness cooking ingredients and meals in 2023

No fat records dynamic growth as consumers look to improve their health

Weight management maintains high sales as consumers look to maintain good health by losing weight

PROSPECTS AND OPPORTUNITIES

Low sugar set to emerge as a new growth engine, from a low base

As consumers are more concerned with health and the environment, vegan and plant-based are set to be promising claims to 2028

Organic set to see growth as consumers look for products they consider less processed, and more natural

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HW Staple Foods in South Korea

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2023 DEVELOPMENTS

Despite seeing decline due to concerns about taste, natural continues to leads health and wellness staple foods in 2023

Vegetarian rises strongly in value terms in 2023, as more consumers follow a meat free diet

Consumer demand for fortification drives high protein to see solid growth in 2023

PROSPECTS AND OPPORTUNITIES

High fibre is a leading claim in rice, noodles, and breakfast cereals

Further low/no salt claims expected in staple foods over the forecast period

Vegan set to take the lead, as more consumers turn to such products for health, animal welfare, and environmental reasons

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