



Euromonitor
International

HW Snacks in South Korea

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Health-driven reformulation accelerates premiumisation in snacks

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No-sugar positioning expands rapidly across confectionery

Organic snacks benefit from food safety and premium perceptions

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Organic prove stabilise as functional claims gain priority

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[Health and Wellness in South Korea - Industry Overview](#)

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

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