



HW Snacks in South Korea

January 2026

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HW Snacks in South Korea - Category analysis

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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

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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

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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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