



# Herbal/Traditional Products in South Korea

October 2023

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## Herbal/Traditional Products in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Concept of functional foods continues to offer competition to herbal/traditional dietary supplements

Herbal/traditional sleep aids remain popular as consumers prefer natural solutions to improve sleep quality

Korea Ginseng strengthens leadership of herbal/traditional products due to resumption of travel and demand for its popular red ginseng brand

#### PROSPECTS AND OPPORTUNITIES

Herbal/traditional dietary supplements will continue to drive sales but competition from functional foods will slow growth potential

Ageing population to support demand for Traditional Chinese Medicine

Herbal/traditional tonics to address overindulgence likely to remain popular

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