



Euromonitor  
International

# Health and Wellness in South Korea

August 2024

Table of Contents

## 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

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023  
Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023  
Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023  
Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028  
Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

## HW Soft Drinks in South Korea

### KEY DATA FINDINGS

#### 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  
Growth anticipated for organic soft drinks, driven by RTD tea

#### CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023  
Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023  
Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

## HW Snacks in South Korea

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

High protein set to see significant growth due to new launches

Probiotic claim set to be boosted by consumer search for functional benefits even in snacks

### CATEGORY DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

## HW Dairy Products and Alternatives in South Korea

### KEY DATA FINDINGS

#### 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

Brain health and memory expected to increase as a claim, as parents try to give their children the best start in life, and mental health is a concern for adults

### CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

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 2019-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

## HW Cooking Ingredients and Meals in South Korea

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

### CATEGORY DATA

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

## HW Staple Foods in South Korea

### KEY DATA FINDINGS

#### 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

### CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

## 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).