



Euromonitor
International

HW Snacks in South Korea

August 2024

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

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

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Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in South Korea - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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