



HW Dairy Products and Alternatives in South Korea

August 2024

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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

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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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