



# HW Cooking Ingredients and Meals in South Korea

August 2024

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### 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

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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

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