

Health and Wellness in South Korea

November 2023

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EXECUTIVE SUMMARY

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DISCLAIMER

HW Hot Drinks in South Korea

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness hot drinks leans into low/no sugar and no caffeine
No fat holds first place within health and wellness hot drinks in 2022
No salt hot drinks rise as consumers and the government try to reduce salt intake

PROSPECTS AND OPPORTUNITIES

Permissible indulgence trend benefits health and wellness hot drinks
As overprocessing is a consumer concern, natural is set to see the strongest absolute growth over the forecast period
Desire to boost metabolism set to lead to raised interest in superfruit hot drinks

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High consumer demand for healthy hydration from natural bottled water and RTD tea
No sugar leads health and wellness soft drinks in 2022, and maintains dynamism due to new launches
Keto rises in significance within soft drinks as consumers look to boost their metabolism

PROSPECTS AND OPPORTUNITIES

Players likely to provide clear functions in RTD tea to compete with no sugar
No sugar also set to see the most promising performance in health and wellness soft drinks to 2027 due to health and weight concerns
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Move towards no salt from low salt, as consumer concern about overconsumption rises

No sugar holds the highest share of value sales within health and wellness snacks in 2022, as younger consumers in particular are interested in health

Skin health claim boosted as skin health is thought to reflect the health of the immune system

PROSPECTS AND OPPORTUNITIES

Protein set to remain a megatrend, which will continue to lead to new entrants

Vegan likely to show most promise during the forecast period due to consumer concern about health, weight, animal welfare and the environment

Cardiovascular health one to watch as consumers aim to maintain heart health, with low/no salt/sugar also likely to attract attention

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High protein has been widely adopted in dairy products and alternatives

New launches help probiotic to maintain the highest sales within health and wellness dairy products and alternatives in 2022

Vegetarian boosted by increasing consumer base amid rising dietary concerns

PROSPECTS AND OPPORTUNITIES

Protein-added dairy products need to target all adults who want a moderate intake of protein on a daily basis

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With concerns about overprocessed foods, natural holds first place within health and wellness cooking ingredients and meals in 2022

Good source of omega 3s records growth as consumers look to boost their metabolism

PROSPECTS AND OPPORTUNITIES

Low sugar and low salt set to gain further traction along with government action

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High protein set to be most dynamic over the forecast period, as consumers look to get their protein intake from foods not supplements

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Despite seeing decline due to concerns about taste, natural continues to leads health and wellness staple foods in 2022

Vegan rises in value in 2022, as a diet free from animal products becomes more popular

PROSPECTS AND OPPORTUNITIES

Further low sugar and salt claims are expected in staple foods over the forecast period

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Immune support is one to watch, as post-pandemic, consumers understand the benefit of boosting their immunity for general health

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