

Dietary Supplements in South Korea

October 2023

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Dietary Supplements in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heightened health awareness supports strong demand for ginseng and probiotic supplements

Ongoing dynamic performance by protein supplements supported by ageing population

Greater interest in eye health due to ageing population and rising digitalisation

PROSPECTS AND OPPORTUNITIES

Premiumisation trend within dietary supplements set to accelerate

Parents with young children and older consumers comprise major target audience of dietary supplements

Korea Ginseng likely to retain solid leadership of dietary supplements following the easing of travel restrictions

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DISCLAIMER

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