

# Vitamins in South Korea

October 2023

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#### Vitamins in South Korea - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Heightened health awareness continues to drive demand for vitamin C Vitamin B is gaining in popularity among local consumers Direct purchases from overseas e-commerce shopping platforms continue to drive online sales

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Vitamin C to continue driving growth over forecast period as consumers adopt preventive approach to health Premium multivitamins to support value sales Effective marketing essential to maintain differentiation for producers of single vitamins

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