



Euromonitor
International

Health and Wellness in South Korea

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EXECUTIVE SUMMARY

Health pleasure and functional everyday choices shape market momentum

INDUSTRY PERFORMANCE

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HW Hot Drinks in South Korea

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INDUSTRY PERFORMANCE

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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KEY DATA FINDINGS

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HW Staple Foods in South Korea

KEY DATA FINDINGS

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Health pleasure and convenience underpin strong growth in organic staples

INDUSTRY PERFORMANCE

- Health pleasure and convenience reshape staple food consumption
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