

HW Snacks in South Korea

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

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

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in South Korea - Industry Overview

EXECUTIVE SUMMARY

Overview

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