

# Vitamins in South Korea

October 2022

Table of Contents

## Vitamins in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Heightened health awareness drives further demand for vitamin C, but vitamin B is gaining in popularity among local consumers  
Mini Ten Ten faces supply shortage, but sales are expected to increase in 2022  
Retail prices of vitamins sold by pharmacies increase

#### PROSPECTS AND OPPORTUNITIES

Preventive health and greater segmentation to drive further growth of vitamins  
Direct purchases from overseas online shopping platforms notably increase  
Korean retail conglomerates expanding services to capture growing demand for vitamins

#### CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2017-2022  
Table 2 - Sales of Vitamins by Category: % Value Growth 2017-2022  
Table 3 - Sales of Multivitamins by Positioning: % Value 2017-2022  
Table 4 - NBO Company Shares of Vitamins: % Value 2018-2022  
Table 5 - LBN Brand Shares of Vitamins: % Value 2019-2022  
Table 6 - Forecast Sales of Vitamins by Category: Value 2022-2027  
Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2022-2027

## Consumer Health in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022  
Table 9 - Life Expectancy at Birth 2017-2022

### MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2017-2022  
Table 11 - Sales of Consumer Health by Category: % Value Growth 2017-2022  
Table 12 - NBO Company Shares of Consumer Health: % Value 2018-2022  
Table 13 - LBN Brand Shares of Consumer Health: % Value 2019-2022  
Table 14 - Distribution of Consumer Health by Format: % Value 2017-2022  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2022  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2022-2027  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches  
Summary 1 - OTC: Switches 2021-2022

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 2 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/vitamins-in-south-korea/report](http://www.euromonitor.com/vitamins-in-south-korea/report).