



# Health and Wellness in South Korea

November 2023

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## Health and Wellness in South Korea

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### DISCLAIMER

## HW Hot Drinks in South Korea

### KEY DATA FINDINGS

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Health and wellness hot drinks leans into low/no sugar and no caffeine  
No fat holds first place within health and wellness hot drinks in 2022  
No salt hot drinks rise as consumers and the government try to reduce salt intake

#### PROSPECTS AND OPPORTUNITIES

Permissible indulgence trend benefits health and wellness hot drinks  
As overprocessing is a consumer concern, natural is set to see the strongest absolute growth over the forecast period  
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High consumer demand for healthy hydration from natural bottled water and RTD tea  
No sugar leads health and wellness soft drinks in 2022, and maintains dynamism due to new launches  
Keto rises in significance within soft drinks as consumers look to boost their metabolism

#### PROSPECTS AND OPPORTUNITIES

Players likely to provide clear functions in RTD tea to compete with no sugar  
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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

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New launches help probiotic to maintain the highest sales within health and wellness dairy products and alternatives in 2022

Vegetarian boosted by increasing consumer base amid rising dietary concerns

##### PROSPECTS AND OPPORTUNITIES

Protein-added dairy products need to target all adults who want a moderate intake of protein on a daily basis

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With concerns about overprocessed foods, natural holds first place within health and wellness cooking ingredients and meals in 2022

Good source of omega 3s records growth as consumers look to boost their metabolism

#### PROSPECTS AND OPPORTUNITIES

Low sugar and low salt set to gain further traction along with government action

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Despite seeing decline due to concerns about taste, natural continues to lead health and wellness staple foods in 2022

Vegan rises in value in 2022, as a diet free from animal products becomes more popular

#### PROSPECTS AND OPPORTUNITIES

Further low sugar and salt claims are expected in staple foods over the forecast period

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Immune support is one to watch, as post-pandemic, consumers understand the benefit of boosting their immunity for general health

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