



HW Dairy Products and Alternatives in South Korea

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

High protein has been widely adopted in dairy products and alternatives

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

Probiotics also likely to show the most promise during the forecast period, along with new launches and habit maintenance

Immune support expected to record an increase, as post-pandemic, consumers understand the importance of immunity for general health

CATEGORY DATA

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Health and Wellness in South Korea - Industry Overview

EXECUTIVE SUMMARY

Overview

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