



# HW Cooking Ingredients and Meals in South Korea

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Low/no sugar emerges as a new growth engine, although so far with limited product innovation

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

As consumers are more concerned with health, animal welfare and the environment, vegetarian is set to be the most promising claim to 2027

High protein set to be most dynamic over the forecast period, as consumers look to get their protein intake from foods not supplements

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

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

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

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### Health and Wellness in South Korea - Industry Overview

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Overview

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