

HW Staple Foods in South Korea

November 2023

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HW Staple Foods in South Korea - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

High fibre is a leading claim in rice and breakfast cereals

Despite seeing decline due to concerns about taste, natural continues to leads 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

Demand for fortification will drive high protein to see significant absolute growth in staple foods over the forecast period

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

CATEGORY DATA

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

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

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

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

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

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

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

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

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

Health and Wellness in South Korea - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

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