



# HW Staple Foods in South Korea

August 2024

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## HW Staple Foods in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite seeing decline due to concerns about taste, natural continues to leads health and wellness staple foods in 2023

Vegetarian rises strongly in value terms in 2023, as more consumers follow a meat free diet

Consumer demand for fortification drives high protein to see solid growth in 2023

#### PROSPECTS AND OPPORTUNITIES

High fibre is a leading claim in rice, noodles, and breakfast cereals

Further low/no salt claims expected in staple foods over the forecast period

Vegan set to take the lead, as more consumers turn to such products for health, animal welfare, and environmental reasons

#### CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

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Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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