



Euromonitor  
International

# HW Snacks in South Korea

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Organic holds the highest share of value sales within health and wellness snacks, as younger consumers in particular are interested in health

Move towards low salt snacks, as consumer concern about overconsumption rises

Vegan shows promise due to consumer concern about health, weight, animal welfare, and the environment

### PROSPECTS AND OPPORTUNITIES

No/low/no added sugar to see strong growth, as younger consumers in particular are interested in health

High protein set to see significant growth due to new launches

Probiotic claim set to be boosted by consumer search for functional benefits even in snacks

### CATEGORY DATA

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## 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

### DISCLAIMER

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