

## **Dietary Supplements in South Korea**

Market Direction | 2023-10-05 | 30 pages | Euromonitor

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### **Report description:**

Ginseng remains by far the largest value category within dietary supplements in South Korea. As ginseng is well-known for its overall immunity support, this category is experiencing stable demand, whilst also remaining popular for gifting, with red ginseng particularly fashionable. In addition, new formats of ginseng are being developed to target the younger generation, such as stick pouches and jelly.

Euromonitor International's Dietary Supplements in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Dietary Supplements market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
October 2023

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