

## **Herbal/Traditional Products in South Korea**

Market Direction | 2023-10-05 | 28 pages | Euromonitor

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### **Report description:**

The popularity of functional foods for health that have received "individual recognition" from the Ministry of Food and Drug Safety for specific functionality and safety has been gradually increasing in South Korea. In 2022, these products surpassed traditional ingredients such as ginseng, as well as others such as vitamins and probiotic supplements, to become some of the most popular products among local consumers.

Euromonitor International's Herbal/Traditional Products 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: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

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

Why buy this report?

- \* Get a detailed picture of the Herbal/Traditional Products 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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Herbal/traditional sleep aids remain popular as consumers prefer natural solutions to improve sleep quality

Korea Ginseng strengthens leadership of herbal/traditional products due to resumption of travel and demand for its popular red ginseng brand

#### PROSPECTS AND OPPORTUNITIES

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