

## **Vitamins in South Korea**

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

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### **Report description:**

Despite some stabilising of retail volume growth in 2023, overall demand for vitamins in South Korea remains higher than pre-pandemic levels. Single vitamins, particularly vitamin C, have been popular since the emergence of COVID-19 as local consumers look to strengthen their immune systems in an attempt to avoid the worse symptoms of the virus. This is a trend that continues to benefit brands such as Korea Eundan Vitamin C and Vitamin C 1000mg. Vitamin C is generally taken to ward off colds and...

Euromonitor International's Vitamins 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: Multivitamins, Single Vitamins.

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

Why buy this report?

- \* Get a detailed picture of the Vitamins 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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