

## **HW Cooking Ingredients and Meals in South Korea**

Market Direction | 2023-11-07 | 13 pages | Euromonitor

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### **Report description:**

Although products low in sugar are becoming more noticeable in cooking ingredients and meals, product innovation has so far been less proactive than in other packaged food categories, and consumers' attention has not yet been captured. However, South Korean consumers looked for low sugar products more in 2022, in line with the soaring popularity of no sugar products in soft and alcoholic drinks. While in terms of health and wellness, innovation lagged in packaged food before the COVID-19 outbrea...

Euromonitor International's HW Cooking Ingredients and Meals in South Korea report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- \* Get a detailed picture of the HW Cooking Ingredients and Meals 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  
January 2024

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Low/no sugar emerges as a new growth engine, although so far with limited product innovation

With concerns about overprocessed foods, natural holds first place within health and wellness cooking ingredients and meals in 2022

Good source of omega 3s records growth as consumers look to boost their metabolism

#### **PROSPECTS AND OPPORTUNITIES**

Low sugar and low salt set to gain further traction along with government action

As consumers are more concerned with health, animal welfare and the environment, vegetarian is set to be the most promising claim to 2027

High protein set to be most dynamic over the forecast period, as consumers look to get their protein intake from foods not supplements

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