

HW Dairy Products and Alternatives in South Korea

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

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Report description:

Dairy products are already known to be nutritious, as a natural source of calcium and protein, and also probiotics for yoghurt; however, innovation has continued to increase the health and wellness options available, in line with heightened interest in health amongst the population since the COVID-19 pandemic.

Euromonitor International's HW Dairy Products and Alternatives 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 Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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 Dairy Products and Alternatives 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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HW DAIRY PRODUCTS AND ALTERNATIVES IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

High protein has been widely adopted in dairy products and alternatives

New launches help probiotic to maintain the highest sales within health and wellness dairy products and alternatives in 2022

Vegetarian boosted by increasing consumer base amid rising dietary concerns

PROSPECTS AND OPPORTUNITIES

Protein-added dairy products need to target all adults who want a moderate intake of protein on a daily basis

Probiotics also likely to show the most promise during the forecast period, along with new launches and habit maintenance

Immune support expected to record an increase, as post-pandemic, consumers understand the importance of immunity for general health

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HEALTH AND WELLNESS IN SOUTH KOREA

EXECUTIVE SUMMARY

Overview

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