

## **HW Snacks in South Korea**

Market Direction | 2023-11-07 | 12 pages | Euromonitor

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### **Report description:**

Increasing media coverage about high consumption of sugar, fat and salt raising the chances of conditions such as cardiovascular disease, type 2 diabetes, and even cancer, has increased demand for products low in these ingredients. Concerns about salt intake have also been raised by the government, which aims to reduce the average daily salt intake of its citizens to 3,000mg or less by 2025, from the current 3,289mg. After low salt snacks saw strong growth during the pandemic, in 2022 it was no...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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reliable information resources to help drive informed strategic planning.

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#### **2022 DEVELOPMENTS**

Move towards no salt from low salt, as consumer concern about overconsumption rises

No sugar holds the highest share of value sales within health and wellness snacks in 2022, as younger consumers in particular are interested in health

Skin health claim boosted as skin health is thought to reflect the health of the immune system

#### **PROSPECTS AND OPPORTUNITIES**

Protein set to remain a megatrend, which will continue to lead to new entrants

Vegan likely to show most promise during the forecast period due to consumer concern about health, weight, animal welfare and the environment

Cardiovascular health one to watch as consumers aim to maintain heart health, with low/no salt/sugar also likely to attract attention

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