

HW Cooking Ingredients and Meals in South Korea

Market Direction | 2024-08-22 | 18 pages | Euromonitor

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Report description:

The health and wellness trend has been growing within cooking ingredients and meals in South Korea, with consumers increasingly wanting to prevent any medical issues by eating "better". Many health and wellness attributes have seen an increase in popularity as a result. Concerns that food and drinks are sometimes overprocessed have contributed to high sales of variants with natural claims. As a result, natural was the largest health and wellness claim in cooking ingredients and meals in 2023, wi...

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 2019-2023, 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 2028 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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HW COOKING INGREDIENTS AND MEALS IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

With concerns about overprocessed foods, natural leads health and wellness cooking ingredients and meals in 2023

No fat records dynamic growth as consumers look to improve their health

Weight management maintains high sales as consumers look to maintain good health by losing weight

PROSPECTS AND OPPORTUNITIES

Low sugar set to emerge as a new growth engine, from a low base

As consumers are more concerned with health and the environment, vegan and plant-based are set to be promising claims to 2028

Organic set to see growth as consumers look for products they consider less processed, and more natural

CATEGORY DATA

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HEALTH AND WELLNESS IN SOUTH KOREA

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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