

## **HW Dairy Products and Alternatives in South Korea**

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

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### **Report description:**

While fat has long been a common ingredient limited by producers in dairy products and alternatives in South Korea (e.g., semi-skimmed and fat-free milk), protein is emerging as a new mainstay added ingredient. Recognised for its essential role in the body, protein is highly sought after by consumers. Such products are especially targeted towards those who have a desire to support muscle maintenance and their fitness goals on a daily basis. By aligning their offerings with consumers' increasingl...

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 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 Baby Food, HW 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International

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#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

High protein has been widely adopted as a claim in dairy products and alternatives

Consumers look for the probiotic claim to maintain a strong metabolism in 2023

Low/no salt boosted by increasing consumer base amidst rising dietary concerns

#### **PROSPECTS AND OPPORTUNITIES**

Sugar reduction set to emerge as an area of strong growth

Lactose free likely to show promise during the forecast period, along with rising consumer awareness and a wider product range

Brain health and memory expected to increase as a claim, as parents try to give their children the best start in life, and mental health is a concern for adults

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### **DISCLAIMER**

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