

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

August 2024

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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

CATEGORY DATA

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HEALTH AND WELLNESS IN SOUTH KOREA

EXECUTIVE SUMMARY

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Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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