

HW Staple Foods in South Korea

Market Direction | 2024-08-22 | 15 pages | Euromonitor

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Report description:

The health and wellness trend has been growing within staple foods in South Korea, with consumers increasingly wanting to prevent any medical issues by eating healthily. Many health and wellness attributes have seen an increase in popularity as a result. For instance, concerns that food and drinks are sometimes overprocessed have contributed to high sales of variants with natural claims. Natural therefore remained the largest health and wellness claim in staple foods in 2023, with retail value s...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods 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 Staple Foods 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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KEY DATA FINDINGS
2023 DEVELOPMENTS

Despite seeing decline due to concerns about taste, natural continues to leads health and wellness staple foods in 2023
Vegetarian rises strongly in value terms in 2023, as more consumers follow a meat free diet
Consumer demand for fortification drives high protein to see solid growth in 2023
PROSPECTS AND OPPORTUNITIES
High fibre is a leading claim in rice, noodles, and breakfast cereals
Further low/no salt claims expected in staple foods over the forecast period
Vegan set to take the lead, as more consumers turn to such products for health, animal welfare, and environmental reasons

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
DISCLAIMER

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