

Consumer Health in South Korea

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Report description:

Consumer health in South Korea is set to maintain solid retail current value growth in 2024. From late 2023 to April 2024, influenza outbreaks significantly impacted the growth of the consumer health industry in the country. Both adults and children experienced a severe flu season, driving growth, but leading to temporary shortages of some essential emergency OTC medications. OTC products was also affected by a medical strike which began in February 2024, with over 10,000 doctors, primarily inte...

Euromonitor International's Consumer Health in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Health 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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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Table of Contents:

Consumer Health in South Korea
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List Of Contents And Tables

CONSUMER HEALTH IN SOUTH KOREA

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 2 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2019-2024

Table 4 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 6 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 8 Distribution of Consumer Health by Format: % Value 2019-2024

Table 9 Distribution of Consumer Health by Format and Category: % Value 2024

Table 10 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

ANALGESICS IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers experience frequent supply shortages, driving growth in paediatric analgesics

Surge in influenza cases boosts sales of analgesics

Topical analgesics/anaesthetic sees slight value growth, with support from format development and the specific positioning for golf and tennis

PROSPECTS AND OPPORTUNITIES

Sales of analgesics through convenience stores not likely to see as rapid growth as the government expects, due to high healthcare accessibility

Quality standards expected to become a more important factor

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Platform delivery services likely to take time to expand in South Korea

CATEGORY DATA

Table 12 Sales of Analgesics by Category: Value 2019-2024

Table 13 Sales of Analgesics by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Alternatives to cough, cold and allergy (hay fever) remedies hamper growth

Prescription medication limits the growth of cough, cold and allergy (hay fever) remedies

Medicated confectionery maintains healthy growth

PROSPECTS AND OPPORTUNITIES

Pharyngeal preparations expected to record healthy growth

Challenges of supply shortages need to be sorted in the forecast years

Limited retailing structure in South Korea

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

DIGESTIVE REMEDIES IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal/traditional products have been gaining traction at a faster pace

Convenience becomes key to success

Improper use of digestive remedies as a hangover cure

PROSPECTS AND OPPORTUNITIES

Paediatric ingestion and heartburn remedies faces further decline

Rising trend of hybrid (herbal + non-herbal) digestive remedies

Limited growth potential in digestive remedies

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2019-2024

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2019-2024

Table 26 NBO Company Shares of Digestive Remedies: % Value 2020-2024

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2021-2024

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2024-2029

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

DERMATOLOGICALS IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Blurring of lines between dermatologicals and beauty products

Limited potential for topical antifungals

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Bumooly leads the niche topical allergy remedies/antihistamines category

PROSPECTS AND OPPORTUNITIES

Hair loss treatments expected to see strong growth over the forecast period

Local brands see potential in nappy (diaper) rash treatments

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2019-2024

Table 31 Sales of Dermatologicals by Category: % Value Growth 2019-2024

Table 32 NBO Company Shares of Dermatologicals: % Value 2020-2024

Table 33 LBN Brand Shares of Dermatologicals: % Value 2021-2024

Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024

Table 35 Forecast Sales of Dermatologicals by Category: Value 2024-2029

Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

NRT SMOKING CESSATION AIDS IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline for NRT smoking cessation aids continues, despite interest in quitting

Nicorette's 2024 campaign attempts to boost interest in NRT smoking cessation aids

PROSPECTS AND OPPORTUNITIES

Decline of NRT smoking cessation aids set to slow amidst decline of Rx products

New e-vapour products offering transparency threaten NRT smoking cessation aids

CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2019-2024

CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024

Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024

Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024

Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029

Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

SLEEP AIDS IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sleep aids witnesses healthy double-digit value growth

Rising costs impact the competitive landscape in sleep aids in 2024

PROSPECTS AND OPPORTUNITIES

Rising popularity of mineral supplements and other dietary supplements expected to impact sleep aids

Competition expected over the forecast period

Mission for further development

CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2019-2024

Table 45 Sales of Sleep Aids: % Value Growth 2019-2024

Table 46 NBO Company Shares of Sleep Aids: % Value 2020-2024

Table 47 LBN Brand Shares of Sleep Aids: % Value 2021-2024

Table 48 Forecast Sales of Sleep Aids: Value 2024-2029

Table 49 Forecast Sales of Sleep Aids: % Value Growth 2024-2029

EYE CARE IN SOUTH KOREA

KEY DATA FINDINGS

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2024 DEVELOPMENTS

Display at pharmacies promotes sales of eye care products

Allergy eye care shows higher growth from a low base

PROSPECTS AND OPPORTUNITIES

Rising from a low base, allergy eye care is expected to be more dynamic

Segmented product lines to drive growth in standard eye care

CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2019-2024

Table 51 Sales of Eye Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Eye Care: % Value 2020-2024

Table 53 LBN Brand Shares of Eye Care: % Value 2021-2024

Table 54 Forecast Sales of Eye Care by Category: Value 2024-2029

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

WOUND CARE IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wound care relies on consistent purchasing and ambassador marketing

Licensed wound care products remain popular

PROSPECTS AND OPPORTUNITIES

Informed consumers set to support the further growth of wound care

Diverse channel accessibility enhances the potential for wound care

CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2019-2024

Table 57 Sales of Wound Care by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Wound Care: % Value 2020-2024

Table 59 LBN Brand Shares of Wound Care: % Value 2021-2024

Table 60 Forecast Sales of Wound Care by Category: Value 2024-2029

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

VITAMINS IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady growth for vitamin C, despite maturity

Trends towards personalised and one-pack vitamins

Orthomol leads vitamins in South Korea

PROSPECTS AND OPPORTUNITIES

Challenges and opportunities for multivitamins

Sales of vitamin A are limited, but are worth watching

Vitamin E set to maintain its declining trend

CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2019-2024

Table 63 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 64 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 65 NBO Company Shares of Vitamins: % Value 2020-2024

Table 66 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 67 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

DIETARY SUPPLEMENTS IN SOUTH KOREA

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Gifting trend maintains growth in dietary supplements despite maturity

Blurring the lines between food and wellness

Chong Kun Dang continues to lead probiotic supplements, but sees challenges

PROSPECTS AND OPPORTUNITIES

Diversification may be the key to success

Second-hand market opens up for dietary supplements

Rise of ?individually approved dietary supplements?

CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2019-2024

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 71 Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 72 NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

WEIGHT MANAGEMENT AND WELLBEING IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Supplement nutrition drinks declines in 2024 along with falling sales for NUCARE

Nu Skin faces competition in weight management and wellbeing

PROSPECTS AND OPPORTUNITIES

Weight loss supplements set to fuel growth in the forecast period

Direct selling brands struggle, yet retain their leadership

CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2019-2024

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

SPORTS NUTRITION IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Changing demographics in sports nutrition

Evolution of sports protein RTD

Sales of sports protein powder limited by other products

PROSPECTS AND OPPORTUNITIES

Expected rise of sports non-protein products

Trends in weight management and sports nutrition linked

CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2019-2024

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 84 NBO Company Shares of Sports Nutrition: % Value 2020-2024

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2024-2029

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Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

HERBAL/TRADITIONAL PRODUCTS IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

JungKwanJang holds a strong lead, while other herbal/traditional products show growth

Challenge for homeshopping

PROSPECTS AND OPPORTUNITIES

Moderate growth projected over the forecast period

More product developments expected to emerge and increase the competition

Targeting older people in a different way in herbal/traditional products

CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2019-2024

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

PAEDIATRIC CONSUMER HEALTH IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Supply of suppository analgesics ends in South Korea

Growth challenges for paediatric vitamins and dietary supplements

For MZ parents, paediatric choices informed by online information and purchases

PROSPECTS AND OPPORTUNITIES

Challenges for paediatric vitamins and dietary supplements

Potential impact of the discontinuation of Suspen Suppository

Convenience-driven product innovations and developments expected

CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2019-2024

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024

Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024

Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024

Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029

Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

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