

HW Snacks in South Korea

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Abstracts

Increasing media coverage about high consumption of sugar, fat and salt raising the chances of conditions such as cardiovascular disease, type 2 diabetes, and even cancer, has increased demand for products low in these ingredients. Concerns about salt intake have also been raised by the government, which aims to reduce the average daily salt intake of its citizens to 3,000mg or less by 2025, from the current 3,289mg. After low salt snacks saw strong growth during the pandemic, in 2022 it was no...

Euromonitor International's HW Snacks 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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Contents

HW Snacks in South Korea
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

HW SNACKS IN SOUTH KOREA
KEY DATA FINDINGS

2022 DEVELOPMENTS

Move towards no salt from low salt, as consumer concern about overconsumption rises
No sugar holds the highest share of value sales within health and wellness snacks in 2022, as younger consumers in particular are interested in health
Skin health claim boosted as skin health is thought to reflect the health of the immune system

PROSPECTS AND OPPORTUNITIES

Protein set to remain a megatrend, which will continue to lead to new entrants
Vegan likely to show most promise during the forecast period due to consumer concern about health, weight, animal welfare and the environment
Cardiovascular health one to watch as consumers aim to maintain heart health, with low/no salt/sugar also likely to attract attention

CATEGORY DATA

Table 1 Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 8 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth

2022-2027

HEALTH AND WELLNESS IN SOUTH KOREA

EXECUTIVE SUMMARY

Overview

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