

# Vitamins in South Korea

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## Abstracts

Despite some stabilising of retail volume growth in 2023, overall demand for vitamins in South Korea remains higher than pre-pandemic levels. Single vitamins, particularly vitamin C, have been popular since the emergence of COVID-19 as local consumers look to strengthen their immune systems in an attempt to avoid the worse symptoms of the virus. This is a trend that continues to benefit brands such as Korea Eundan Vitamin C and Vitamin C 1000mg. Vitamin C is generally taken to ward off colds and...

Euromonitor International's Vitamins 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Multivitamins, Single Vitamins.

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

Why buy this report?

Get a detailed picture of the Vitamins 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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