

# **South Korea Dietary Supplements Market Size, Share & Trends Analysis Report By Product (Single Ingredient, Multiple Ingredients/Blends), By Ingredient (Vitamin, Botanicals), By Application, By Form, By Type, By Distribution Channel, By End Use, And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

The South Korea dietary supplements market size was estimated at USD 4.24 billion in 2025 and is projected to reach USD 6.80 billion by 2033, growing at a CAGR of 6.2% from 2026 to 2033. The market growth can be attributed to the significant socio-demographic shifts and a heightened focus on proactive, preventative health maintenance.

Furthermore, the residual health consciousness stemming from the pandemic has solidified immunity-boosting products, particularly high-quality Korean Red Ginseng and specialized probiotics, as daily essentials rather than seasonal purchases. Convenience is also a key factor, with consumers increasingly favoring 'on-the-go' formats like liquid pouches, jelly sticks, and chewable gummies over traditional pill forms, integrating supplementation seamlessly into their busy lifestyles.

South Korea's transition into a "super-aged society" has become one of the most defining forces shaping its health and wellness trend, with significant implications for the South Korea food supplements market. As longevity increases and chronic lifestyle-related conditions become more prevalent, consumers, especially older adults, are increasingly inclined toward preventive health practices.

The cultural shift toward "managing health before illness occurs" is accelerating

demand for vitamins, minerals, probiotics, omega-3 oils, and functional ingredients designed to support immunity, mobility, cognition, and overall vitality. This merging of demographic aging with a proactive health culture has elevated dietary supplements from optional products to essential components of daily wellness routines, turning preventive health into a powerful long-term growth driver for the sector.

South Korea dietary supplement industry is increasingly shaped by an evolving consumer mindset that connects beauty with holistic health, and nutricosmetics are riding that wave. The domestic appeal of K Beauty and its emphasis on skin, hair, and overall aesthetics has conditioned consumers to treat beauty care not just as a topical treatment but as a daily wellness practice. Consumers in South Korea remain deeply committed to beauty-care routines, and many consider skincare an integral part of their self-care and health maintenance.

### South Korea Dietary Supplements Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the South Korea dietary supplements market report based on the product, ingredient, type, form, application, end use, and distribution channel:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Single Ingredient

Multiple Ingredients/Blends

Ingredient Outlook (Revenue, USD Million, 2021 - 2033)

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others (selenium, chromium, copper)

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Form Outlook (Revenue, USD Million, 2021 - 2033)

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Type Outlook (Revenue, USD Million, 2021 - 2033)

OTC

Prescribed

Application Outlook (Revenue, USD Million, 2021 - 2033)

Energy & Weight Management

General Health

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Adults

Millennials

Male

Female

Pregnant Women

Non-pregnant Women

Gen X

Male

Female

Pregnant Women

Non-pregnant Women

Gen Z

Male

Female

Pregnant Women

Non-pregnant Women

Boomers

Male

Female

Geriatric

Children

Infants

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales

D2C

Practitioner

Others

Online

Type-Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Type-Ingredient Outlook (Revenue, USD Million, 2021 - 2033)

OTC

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others (selenium, chromium, copper)

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Prescribed

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others (selenium, chromium, copper)

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Type-Form Outlook (Revenue, USD Million, 2021 - 2033)

OTC

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Prescribed

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

End Use-Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Adults

Millennials

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Gen X

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Gen Z

OTC

Offline

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Offline

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Specialty Stores

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Practitioner

Others

Online

Prescribed

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Online

Geriatric

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Others

Online

Prescribed

Offline

Online

Children

OTC

Offline

Hypermarkets/Supermarkets

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Practitioner

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13.1.1.3.4. Iron

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