

# South Korea Liquid Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredients (Vitamins, Botanicals, Minerals), By Type, By Application, By End-user, By Distribution Channel, And Segment Forecasts, 2025 - 2030

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## Abstracts

The South Korea liquid dietary supplements market size was estimated at USD 308.7 million in 2024 and is projected to reach USD 554.7 million by 2030, growing at a CAGR of 10.4% from 2025 to 2030. Growing awareness regarding the significance of dietary supplements in facilitating improved well-being, higher potency of products offered by global brands, and rising incorporation of dietary supplements in treatments related to chronic diseases are the key growth drivers for this market.

Liquid dietary supplements are available alongside tablets, capsules, gummies, and powders and they serve as a convenient way to boost intake of vitamins, minerals, amino acids, botanicals, enzymes, and other beneficial nutrients. While traditional formats remain dominant, the rise of liquid products is being driven by consumer demand for on-the-go, easily absorbed, and multifunctional solutions, supported by South Korea's rigorous MFDS certification system that ensures safety, efficacy, and trust in innovative formulations. The Korean health functional food market is governed by the Health Functional Food Act, which imposes more stringent regulations compared to the U.S. In South Korea, U.S. dietary supplements are classified as food, drugs, or health functional foods. Only products containing approved nutrients or functional ingredients can make health claims. Therefore, U.S. manufacturers aiming to export to Korea must thoroughly understand and comply with these Korean regulatory standards to succeed in this market.

By mid-2024, South Korea had registered more than 37,000 health supplement

products, reflecting the market's rapid expansion and diversity. Liquid supplements, in particular, are gaining popularity as they are especially useful for individuals who struggle with swallowing pills, have increased nutrient needs, or require targeted nutrient delivery in a highly absorbable form. They are particularly beneficial for children and older adults, allowing for flexible, adjustable dosing, and many are flavored for better palatability and ease of mixing into water, smoothies, or other beverages. As South Korean consumers increasingly seek holistic wellness products that merge nutrition with convenience, the liquid format is expected to play a major role in shaping the future of the supplement industry.

### South Korea Liquid Dietary Supplement Market Report Segmentation

This report forecasts revenue growth at country level and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the South Korea liquid dietary supplements market report based on ingredients, type, application, end use, and distribution channel:

#### Ingredients Outlook (Revenue, USD Million, 2018 - 2030)

##### 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 Outlook (Revenue, USD Million, 2018 - 2030)

OTC

Prescribed

Application Outlook (Revenue, USD Million, 2018 - 2030)

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, 2018 - 2030)

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, 2018 - 2030)

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Practitioner

Others (Direct to Consumer, MLM)

Online

Amazon

Other Online Retail Stores

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