

South Korea Corporate Wellness Market Size, Share, Trends and Forecast by Service, Category, Delivery, Organization Size, and Region, 2026-2034

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Abstracts

The South Korea corporate wellness market size reached USD 1,428.2 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 2,452.4 Million by 2034, exhibiting a growth rate (CAGR) of 5.88 % during 2026-2034. In South Korea, rising work-related stress, technological advancements, and shifting workforce demographics are driving the corporate wellness market. Companies are increasingly addressing mental health concerns, leveraging digital tools for personalized wellness, and adapting programs to meet the diverse needs of younger and older employees alike, contributing to the expansion of the South Korea corporate wellness market share.

SOUTH KOREA CORPORATE WELLNESS MARKET TRENDS:

Increased Work-Related Stress and Mental Health Concerns

Extended work hours, elevated demands, and a rapid-work atmosphere impose considerable psychological and emotional pressure on workers. With the rise of mental health awareness, organizations are reacting by launching wellness initiatives aimed at alleviating stress and enhancing mental wellness. These programs encompass initiatives like counseling services, mindfulness exercises, and workshops on stress management. Employers understand the link between their workers' mental well-being and total productivity, along with job contentment. By tackling these challenges with specific wellness strategies, organizations improve employee health while also minimizing absenteeism and burnout, fostering a more sustainable workforce. In 2025, TELUS Health introduced its Mental Health Index in South Korea, showing that almost half of workers face depression and anxiety, affecting their productivity. The Index

revealed elevated levels of financial stress and isolation, particularly among women and parents. These findings emphasize the need for companies to tackle mental health issues and enhance employee well-being to safeguard productivity.

Changing Workforce Demographics

The changing demographics of workforce in the country are influencing the South Korea corporate wellness market growth. As millennials and Gen Z employees make up a larger portion of the labor pool, expectations for wellness programs are evolving. Younger workers are more health-conscious and seek employers who offer initiatives that support physical, mental, and emotional well-being. Furthermore, South Korea's aging population is driving a greater focus on the needs of older employees, who may require different types of health support. According to the 2024 Statistics on the Aged, the population aged 65 and over is projected to account for 19.2% of the total population, with this figure expected to exceed 20% in 2025 and 30% by 2036. Companies are adapting to this demographic shift by offering diverse wellness options, such as tailored health programs and retirement planning, for catering to employees of all ages.

Technological Advancements in Wellness Solutions

As health apps, wearable technology, and digital platforms become more prevalent, employees can monitor their exercise, diet, and sleep habits, empowering them to manage their well-being. Businesses are utilizing these technologies to deliver tailored wellness options, providing resources, including immediate feedback, online consultations, and offsite wellness initiatives. In 2024, the South Korean startup DoctorPresso introduced REDI, an artificial intelligence (AI)-driven voice diary application that identifies depression through the analysis of speech patterns. The application handled data locally to ensure privacy and categorizes users into stages of depression. REDI additionally monitored lifestyle choices, seeking to enhance the accessibility and proactivity of mental health services. With the rapid pace of digital transformation, companies that adopt these innovative tools can boost employee engagement, meeting the demands of a tech-savvy and digitally linked workforce.

SOUTH KOREA CORPORATE WELLNESS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on service, category, delivery, and organization size.

Service Insights:

Health Risk Assessment

Fitness

Smoking Cessation

Health Screening

Nutrition and Weight Management

Stress Management

Others

The report has provided a detailed breakup and analysis of the market based on the service. This includes health risk assessment, fitness, smoking cessation, health screening, nutrition and weight management, stress management, and others.

Category Insights:

Fitness and Nutrition Consultants

Psychological Therapists

Organizations/Employers

A detailed breakup and analysis of the market based on the category have also been provided in the report. This includes fitness and nutrition consultants, psychological therapists, and organizations/employers.

Delivery Insights:

Onsite

Offsite

The report has provided a detailed breakup and analysis of the market based on the delivery. This includes onsite and offsite.

Organization Size Insights:

Small Scale Organizations

Medium Scale Organizations

Large Scale Organizations

A detailed breakup and analysis of the market based on the organization size have also been provided in the report. This includes small scale organizations, medium scale organizations, and large scale organizations.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the

competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea corporate wellness market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea corporate wellness market on the basis of service?

What is the breakup of the South Korea corporate wellness market on the basis of category?

What is the breakup of the South Korea corporate wellness market on the basis of delivery?

What is the breakup of the South Korea corporate wellness market on the basis of organization size?

What is the breakup of the South Korea corporate wellness market on the basis of region?

What are the various stages in the value chain of the South Korea corporate wellness market?

What are the key driving factors and challenges in the South Korea corporate wellness market?

What is the structure of the South Korea corporate wellness market and who are the key players?

What is the degree of competition in the South Korea corporate wellness market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 SOUTH KOREA CORPORATE WELLNESS MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA CORPORATE WELLNESS MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (?2020-2025?)
- 5.2 Market Forecast (?2026-2034?)

6 SOUTH KOREA CORPORATE WELLNESS MARKET - BREAKUP BY SERVICE

- 6.1 Health Risk Assessment
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (?2020-2025?)
 - 6.1.3 Market Forecast (?2026-2034?)
- 6.2 Fitness
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (?2020-2025?)

- 6.2.3 Market Forecast (?2026-2034?)
- 6.3 Smoking Cessation
 - 6.3.1 Overview
 - 6.3.2 Historical and Current Market Trends (?2020-2025?)
 - 6.3.3 Market Forecast (?2026-2034?)
- 6.4 Health Screening
 - 6.4.1 Overview
 - 6.4.2 Historical and Current Market Trends (?2020-2025?)
 - 6.4.3 Market Forecast (?2026-2034?)
- 6.5 Nutrition and Weight Management
 - 6.5.1 Overview
 - 6.5.2 Historical and Current Market Trends (?2020-2025?)
 - 6.5.3 Market Forecast (?2026-2034?)
- 6.6 Stress Management
 - 6.6.1 Overview
 - 6.6.2 Historical and Current Market Trends (?2020-2025?)
 - 6.6.3 Market Forecast (?2026-2034?)
- 6.7 Others
 - 6.7.1 Historical and Current Market Trends (?2020-2025?)
 - 6.7.2 Market Forecast (?2026-2034?)

7 SOUTH KOREA CORPORATE WELLNESS MARKET - BREAKUP BY CATEGORY

- 7.1 Fitness and Nutrition Consultants
 - 7.1.1 Overview
 - 7.1.2 Historical and Current Market Trends (?2020-2025?)
 - 7.1.3 Market Forecast (?2026-2034?)
- 7.2 Psychological Therapists
 - 7.2.1 Overview
 - 7.2.2 Historical and Current Market Trends (?2020-2025?)
 - 7.2.3 Market Forecast (?2026-2034?)
- 7.3 Organizations/Employers
 - 7.3.1 Overview
 - 7.3.2 Historical and Current Market Trends (?2020-2025?)
 - 7.3.3 Market Forecast (?2026-2034?)

8 SOUTH KOREA CORPORATE WELLNESS MARKET - BREAKUP BY DELIVERY

- 8.1 Onsite

8.1.1 Overview

8.1.2 Historical and Current Market Trends (?2020-2025?)

8.1.3 Market Forecast (?2026-2034?)

8.2 Offsite

8.2.1 Overview

8.2.2 Historical and Current Market Trends (?2020-2025?)

8.2.3 Market Forecast (?2026-2034?)

9 SOUTH KOREA CORPORATE WELLNESS MARKET - BREAKUP BY ORGANIZATION SIZE

9.1 Small Scale Organizations

9.1.1 Overview

9.1.2 Historical and Current Market Trends (?2020-2025?)

9.1.3 Market Forecast (?2026-2034?)

9.2 Medium Scale Organizations

9.2.1 Overview

9.2.2 Historical and Current Market Trends (?2020-2025?)

9.2.3 Market Forecast (?2026-2034?)

9.3 Large Scale Organizations

9.3.1 Overview

9.3.2 Historical and Current Market Trends (?2020-2025?)

9.3.3 Market Forecast (?2026-2034?)

10 SOUTH KOREA CORPORATE WELLNESS MARKET – BREAKUP BY REGION

10.1 Seoul Capital Area

10.1.1 Overview

10.1.2 Historical and Current Market Trends (?2020-2025?)

10.1.3 Market Breakup by Service

10.1.4 Market Breakup by Category

10.1.5 Market Breakup by Delivery

10.1.6 Market Breakup by Organization Size

10.1.7 Key Players

10.1.8 Market Forecast (?2026-2034?)

10.2 Yeongnam (Southeastern Region)

10.2.1 Overview

10.2.2 Historical and Current Market Trends (?2020-2025?)

10.2.3 Market Breakup by Service

- 10.2.4 Market Breakup by Category
- 10.2.5 Market Breakup by Delivery
- 10.2.6 Market Breakup by Organization Size
- 10.2.7 Key Players
- 10.2.8 Market Forecast (?2026-2034?)
- 10.3 Honam (Southwestern Region)
 - 10.3.1 Overview
 - 10.3.2 Historical and Current Market Trends (?2020-2025?)
 - 10.3.3 Market Breakup by Service
 - 10.3.4 Market Breakup by Category
 - 10.3.5 Market Breakup by Delivery
 - 10.3.6 Market Breakup by Organization Size
 - 10.3.7 Key Players
 - 10.3.8 Market Forecast (?2026-2034?)
- 10.4 Hoseo (Central Region)
 - 10.4.1 Overview
 - 10.4.2 Historical and Current Market Trends (?2020-2025?)
 - 10.4.3 Market Breakup by Service
 - 10.4.4 Market Breakup by Category
 - 10.4.5 Market Breakup by Delivery
 - 10.4.6 Market Breakup by Organization Size
 - 10.4.7 Key Players
 - 10.4.8 Market Forecast (?2026-2034?)
- 10.5 Others
 - 10.5.1 Historical and Current Market Trends (?2020-2025?)
 - 10.5.2 Market Forecast (?2026-2034?)

11 SOUTH KOREA CORPORATE WELLNESS MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

12.1 Company A

12.1.1 Business Overview

12.1.2 Services Offered

12.1.3 Business Strategies

12.1.4 SWOT Analysis

12.1.5 Major News and Events

12.2 Company B

12.2.1 Business Overview

12.2.2 Services Offered

12.2.3 Business Strategies

12.2.4 SWOT Analysis

12.2.5 Major News and Events

12.3 Company C

12.3.1 Business Overview

12.3.2 Services Offered

12.3.3 Business Strategies

12.3.4 SWOT Analysis

12.3.5 Major News and Events

12.4 Company D

12.4.1 Business Overview

12.4.2 Services Offered

12.4.3 Business Strategies

12.4.4 SWOT Analysis

12.4.5 Major News and Events

12.5 Company E

12.5.1 Business Overview

12.5.2 Services Offered

12.5.3 Business Strategies

12.5.4 SWOT Analysis

12.5.5 Major News and Events

13 SOUTH KOREA CORPORATE WELLNESS MARKET - INDUSTRY ANALYSIS

13.1 Drivers, Restraints, and Opportunities

13.1.1 Overview

13.1.2 Drivers

13.1.3 Restraints

13.1.4 Opportunities

13.2 Porters Five Forces Analysis

- 13.2.1 Overview
- 13.2.2 Bargaining Power of Buyers
- 13.2.3 Bargaining Power of Suppliers
- 13.2.4 Degree of Competition
- 13.2.5 Threat of New Entrants
- 13.2.6 Threat of Substitutes
- 13.3 Value Chain Analysis

14 APPENDIX

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