

South Korea Dietary Supplements Market Size, Share, Trends and Forecast by Product Type, Form, Distribution Channel, Application, End Use, and Region, 2026-2034

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Abstracts

The South Korea dietary supplements market size reached USD 4,639.7 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 7,508.6 Million by 2034, exhibiting a growth rate (CAGR) of 5.33 % during 2026-2034. At present, the growing health consciousness among the country's population is offering a favorable market outlook. Apart from this, the rise in need for products that can assist older adults in maintaining age-related health issues is contributing to the market growth. Furthermore, heightened online shopping activity among the masses is expanding the South Korea dietary supplements market share.

SOUTH KOREA DIETARY SUPPLEMENTS MARKET TRENDS:

Increased Health Consciousness Among Consumers

The market for South Korea's dietary supplements is witnessing significant growth because of the growing health consciousness among the country's population. Consumers are becoming aware about the positive effects of having a healthy life, and this includes complementing their diet with vitamins, minerals, and other substances. This attitude change stems from a growing concern about physical and mental health. Consequently, individuals are consistently looking for supplements to enhance immunity, energy levels, skin function, and general well-being. Preventive healthcare is increasingly gaining attention, with people actively searching for products that act to prevent chronic diseases and preserve their long-term well-being. Brands are countering with a wide variety of products, ranging from multivitamins to specific

supplements, thus making it simpler for consumers to fit supplements into their lifestyles. This increased demand is stimulating local and global companies to offer more products in South Korea. In 2025, Pulmuone Green Juice announced its plans to expand its range of Pulmuone Green Juice. Every 130ml bottle contains 340mg (equivalent to two tablets) of corosolic acid derived from Banaba leaf, reportedly 'fulfilling 100% of the daily recommended intake' as stated by the Ministry of Food and Drug Safety (MFDS) and aiding in reducing blood sugar spikes post-meals.

Aging Population and Growing Chronic Diseases

South Korea's aging population is greatly fueling the South Korea dietary supplements market growth. With an aging population, the need for products that can assist older adults in maintaining age-related health issues is growing. Supplements targeting joint health, bone density, heart health, cognitive function, and overall vitality are gaining attention. Older adults are taking a proactive approach to managing their health, and they are seeking supplements that can enable them to live independently and maintain quality of life. Chronic diseases like hypertension, diabetes, and osteoarthritis are common, and supplements are being touted as solutions to help reduce the symptoms of these diseases. The healthcare system of the country also promotes this trend by inspiring people to utilize supplements as part of a comprehensive health maintenance plan, hence increasing the demand for such products.

Increased E-commerce and Online Availability

Online shopping convenience is fast revolutionizing South Korea's market for dietary supplements. With online platforms growing, consumers are making more purchases of supplements from e-commerce platforms and mobile applications. Increased digitalization and growing online shopping culture have enabled people to get easy access to various dietary supplements sitting at home. Furthermore, consumers are utilizing online media to comparison shop, read reviews, and learn about new products. Health-oriented online forums and social media influencers are also increasingly influencing consumer preferences and making purchasing decisions. With Naver, Kakao, and Coupang becoming indispensable for product discovery, supplement brands are investing in a stronger web presence to engage this digitally savvy customer base.

SOUTH KOREA DIETARY SUPPLEMENTS 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 product type, form, distribution channel, application, and end use.

Product Type Insights:

Vitamin and Mineral Dietary Supplements

Herbal Dietary Supplements

Protein Dietary Supplements

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes vitamin and mineral dietary supplements, herbal dietary supplements, protein dietary supplements, and others.

Form Insights:

Tablets

Capsules

Powders

Liquids

Soft Gels

Gel Caps

A detailed breakup and analysis of the market based on the form have also been provided in the report. This includes tablets, capsules, powders, liquids, soft gels, and gel caps.

Distribution Channel Insights:

Pharmacies and Drug Stores

Supermarkets and Hypermarkets

Online Channels

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes pharmacies and drug stores, supermarkets and hypermarkets online channels, and others.

Application Insights:

Additional Supplements

Medicinal Supplement

Sports Nutrition

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes additional supplements, medicinal supplements, and sports nutrition.

End Use Insights:

Infant

Children

Adults

Pregnant Women

Old-Aged

A detailed breakup and analysis of the market based on the end use have also been provided in the report. This includes infant, children, adults, pregnant women, and old-aged.

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 dietary supplements market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea dietary supplements market on the basis of product type?

What is the breakup of the South Korea dietary supplements market on the basis of form?

What is the breakup of the South Korea dietary supplements market on the basis of distribution channel?

What is the breakup of the South Korea dietary supplements market on the basis of

application?

What is the breakup of the South Korea dietary supplements market on the basis of end use?

What is the breakup of the South Korea dietary supplements market on the basis of region?

What are the various stages in the value chain of the South Korea dietary supplements market?

What are the key driving factors and challenges in the South Korea dietary supplements market?

What is the structure of the South Korea dietary supplements market and who are the key players?

What is the degree of competition in the South Korea dietary supplements market?

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