

South Korea Weight Loss Market Report by Function (Diet, Equipment Type, Service), Gender (Men, Women), Age Group (Below 15 Years, 15 to 30 Years, 31 to 60 Years, Above 60 Years), and Region 2026-2034

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Abstracts

South Korea weight loss market size reached USD 6.0 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 11.2 Billion by 2034, exhibiting a growth rate (CAGR) of 6.82% during 2026-2034. The growing number of gyms, fitness studios, and wellness centers, rising awareness about health and wellness among people, and increasing popularity of meal replacement shakes, bars, and snacks represent some of the key factors driving the market.

Weight loss reduces the mass of the body, typically with the aim of achieving a healthier and more balanced weight. It can be attained through various approaches, such as calorie restriction, low-carb diet, intermittent fasting, and portion control, catering to individual preferences and needs. It begins with carefully evaluating diets by reducing calorie intake and choosing nutrient-dense foods. It leads to better blood sugar control and reduced lower blood pressure and inflammation, thereby minimizing the risk of various diseases. It can improve sleep quality and reduce issues like sleep apnea. It increases energy levels, improves mobility, and enhances overall physical and mental well-being. It is employed for enhancing self-esteem and achieving a desired body image.

SOUTH KOREA WEIGHT LOSS MARKET TRENDS:

At present, the rising awareness about health and wellness among people driven by concerns about obesity-related health issues, including diabetes and cardiovascular

diseases, represents one of the crucial factors impelling the market growth in South Korea. The people in the country are actively seeking weight loss solutions to improve their overall well-being. Additionally, the increasing cultural emphasis on physical appearance is prompting the adoption of weight loss products and services as individuals strive to meet various beauty standards. Besides this, the growing utilization of wearable fitness trackers and health monitoring devices to enable users to monitor their daily physical activity, calorie intake, and even sleep patterns is positively influencing the market in the country. Moreover, the rising number of gyms, fitness studios, and wellness centers are offering a holistic approach to health. This is catalyzing the demand for integrated fitness and weight loss programs. In addition, the increasing popularity of meal replacement shakes, bars, and snacks that provide portion-controlled, nutritionally balanced options for individuals on the go is bolstering the growth of the market in the country. Furthermore, the growing availability of different weight loss solutions, including dietary supplements and surgical procedures, is offering a favorable market outlook. The availability of these options allows users to choose approaches that align with their goals, lifestyles, and budgets. Apart from this, the rising number of e-commerce platforms is making weight loss products more accessible to a broader audience. The availability of these platforms allows people to easily browse a wide range of weight loss supplements, equipment, and dietary products online. The increasing shift toward sustainable weight loss approaches that focus on long-term health rather than quick fixes is contributing to the market growth. This includes adopting balanced diets and exercise routines that individuals can maintain over time.

SOUTH KOREA WEIGHT LOSS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on function, gender, and age group.

Function Insights:

Diet

Supplements

Meals

Beverages

Equipment Types

Fitness Equipment Cardiovascular Equipment Strength Training Equipment Others

Surgical Equipment Minimally Invasive/ Bariatric Equipment Non-Invasive Equipment

Service

Fitness Centers and Health Clubs

Consulting Service

Surgical Clinics

Online Weight Loss Programs

Others

Fitness Equipment

Cardiovascular Equipment

Strength Training Equipment

Others

Surgical Equipment

Minimally Invasive/ Bariatric Equipment

Non-Invasive Equipment

The report has provided a detailed breakup and analysis of the market based on the function. This includes diet (supplements, meals, and beverages), equipment type [fitness equipment (cardiovascular equipment, strength training equipment, and others) and surgical equipment (minimally invasive/ bariatric equipment and non-invasive

equipment)], and service (fitness centers and health clubs, consulting service, surgical clinics, online weight loss programs, and others).

Gender Insights:

Men

Women

A detailed breakup and analysis of the market based on the gender have also been provided in the report. This includes men and women.

Age Group Insights:

Below 15 Years

15 to 30 Years

31 to 60 Years

Above 60 Years

The report has provided a detailed breakup and analysis of the market based on the age group. This includes below 15 years, 15 to 30 years, 31 to 60 years, and above 60 years.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

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 in the market. 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 weight loss market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the South Korea weight loss market?

What is the breakup of the South Korea weight loss market on the basis of function?

What is the breakup of the South Korea weight loss market on the basis of gender?

What is the breakup of the South Korea weight loss market on the basis of age group?

What are the various stages in the value chain of the South Korea weight loss market?

What are the key driving factors and challenges in the South Korea weight loss?

What is the structure of the South Korea weight loss market and who are the key players?

What is the degree of competition in the South Korea weight loss market?

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