



Euromonitor
International

HW Dairy Products and Alternatives in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthy pleasure and sugar reduction reshape dairy innovation

INDUSTRY PERFORMANCE

Health-focused reformulation and polarised consumption patterns
Probiotic positioning remains central to yoghurt demand
Low-fat dairy loses priority amid shifting health preferences

WHAT'S NEXT

Digestive comfort and personalised health drive future innovation
Probiotic dairy adapts to low-sugar and customisation trends
Low-fat positioning remains secondary to broader wellness claims

CATEGORY DATA

- Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
- Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20
- Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2
- Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in South Korea - Industry Overview

EXECUTIVE SUMMARY

Health pleasure and functional everyday choices shape market momentum

INDUSTRY PERFORMANCE

Blood sugar control and weight awareness become mainstream dietary priorities
Functional nutrition and natural credibility support premiumisation

WHAT'S NEXT

Hybrid innovation and clean reformulation drive long-term growth

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