



**Euromonitor
International**

Weight Management and Wellbeing in South Korea

September 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Weight loss supplements grows steadily with ingredient innovation
Daesang Corp slows down as Nu Care settles and focus shifts to protein RTD
Retail e-commerce gains ground as direct selling brands lose momentum

PROSPECTS AND OPPORTUNITIES

Diet drinks emerge as a threat to traditional weight management products
GLP-1 branding shifts weight management market despite mixed reactions

CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025
Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025
Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025
Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025
Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030
Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Consumer Health in South Korea - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
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Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
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Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

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OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
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DISCLAIMER

DEFINITIONS

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