

Probiotic Food Supplement in South Korea Market – Insights, Growth & Future Potential To 2027

South Korea's Probiotic Food Supplement Market is set to grow 12.94% CAGR by 2027, driven by health awareness and innovation.

BUSAN, CHUNGNAM, SOUTH KOREA,
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South Korea Probiotic Food
Supplement Market Overview

The South Korea probiotic food supplement market is expanding rapidly, fueled by rising gut health awareness and preventive healthcare trends.

Market size and growth

In 2023, [south korea probiotic food supplement industry](#) sector was worth about US\$649.05 million and is projected to climb to nearly US\$819.40 million by 2027, advancing at a steady 12.94% CAGR between 2024 and 2027.

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South Korea's probiotic food supplement market Valued at US\$649.05M in 2023, grows on gut health demand, set to hit US\$819.40M by 2027.”

*DataM Intelligence 4Market
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Market Drivers & Opportunities

Growing Digestive Health Awareness - An increase in

digestive issues such as bloating, IBS, and reflux is prompting consumers to turn toward probiotic supplements for relief and prevention.



Busy Lifestyles & Higher Incomes - Urban populations with demanding schedules are seeking convenient health solutions, making ready-to-consume probiotic products more appealing.

Product Innovation - New technologies are improving probiotic survival rates and effectiveness, ensuring better results for consumers.

Women's Health Focus - Lactobacillus-based supplements are gaining popularity for their role in supporting vaginal microbiome balance and overall wellness.

Regional Analysis

Within South Korea, the demand is widespread, with metropolitan areas leading due to greater health product awareness and stronger retail presence. However, online channels are also driving growth in suburban and rural markets, making probiotics more accessible nationwide.

Key Players

Ildong Pharmaceutical Co., Ltd.

DAESANG WELIFE CO., LTD.

Nutricare Co., Ltd.

Lacto Mason Co., Ltd.

ESTHER FORMULA

These companies are leading the charge with innovative formulations, wide distribution networks, and consumer-focused marketing strategies.

Market Segments:

By Ingredient: Lactobacillus, Streptococcus, Bifidobacterium, Others

By Dosage: Tablet, Capsules, Liquid, Powder, Others, Chewables & Gummies, Soft Gels, Others

By Application: Gastrointestinal Health, Gut Microbiota/Microbiome Balance, Digestion, Constipation, Bloating, Diarrhea, Leaky Gut, Inflammation, Immune System, Others, Gluten sensitivity, Abdominal Pain, GERD/Helicobacter pylori, Antibiotic-Associated Diarrhea/Post-Antibiotic Treatment, Gut Flora/Gut Microbiome Restoration, Others, Vaginal Health, Urinary Tract Health, Kidney Stones, UTIs, Others, Oral Health, Anti/Healthy Ageing, Allergies/Asthma, Bone & Joint Health, Osteoarthritis, Osteoporosis/Low Mineral Bone Density, Inflammation, Brain/Mental Health, Sleep, Cognition, Mood, Depression, Focus, Cardiovascular Health, Circulation, Energy/Fatigue Reduction, Metabolic Syndrome/Blood Glucose, Liver Health, Energy, Immunity/Respiratory Infections, Nutrient Absorption, Skin-Hair-Nails, Atopic Dermatitis & Eczema, Acne, Rosacea, Hair Growth/Hair Loss, Skin Microbiome, Others, Sports, Women's

Health, Fertility, Menopause, Pregnancy, Pcos, Vaginal Health & Health Vaginal Microbiome, Vaginal Infections (Bv/Vvc) , Pregnancy Outcomes, Others, Men's Health & Men's Fertility, Weight Management, Pediatric Health, Colic, Constipation, Regurgitation, Atopic Dermatitis

By Age: Infant, Children, Adults, Seniors

By Distribution Channel: Supermarkets/Hypermarkets, Pharmacies and Drug Stores, Convenience Stores, Online Retailers, Other Distribution Channels

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Opportunities

Rising demand for digestive health and immunity-boosting supplements.

Growth in personalized nutrition and targeted probiotic formulations.

Expanding e-commerce channels for supplement distribution.

Technological innovations improving probiotic shelf-life and potency.

Challenges

Strict regulatory approvals for health claims and formulations.

High competition from global and local probiotic brands.

Limited consumer awareness in rural areas.

Requirement for additional scientific proof to validate the effectiveness of the product.

Recent Developments

2025: Launch of Personalized Microbiome Kits - A Korean biotech startup introduced at-home gut analysis kits paired with custom probiotic blends tailored to individual microbiome profiles.

2025: Probiotic Functional Gummies Hit Shelves - Several leading supplement brands released tasty, kid-friendly probiotic gummies fortified with vitamins and natural sweeteners.

2024: Vegan-Friendly Probiotic Capsules Go Mainstream - A surge of plant-based probiotic supplements gained traction, highlighting non-dairy and allergen-free formulations to cater to expanding vegan and wellness audiences.

2024: Collaboration with Culinary Influencers - Probiotic brands partnered with popular Korean food bloggers and nutritionists to showcase value-added recipes (like probiotic smoothies and yogurts), making supplements more relatable and digestible for everyday consumers.

Conclusion

South Korea's probiotic food supplement market is on a rapid growth path, supported by shifting consumer habits, continuous innovation, and a rising focus on preventive healthcare. With opportunities in personalized nutrition, women's health, and functional food integration, the market is set to remain one of the most dynamic health supplement segments in the region.

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