

Greenspace takes Quantum Ayurveda and Quantum Generics to South Korea

10 September 2025 | News

South Korea's supplement category, governed as Health Functional Foods (HFF) under the Ministry of Food and Drug Safety, is sizable and stringent



South Korea's supplement category, governed as Health Functional Foods (HFF) under the Ministry of Food and Drug Safety, is sizable and stringent

Greenspace, the Quantum Ayurveda company, is entering South Korea with a dual track of Quantum Ayurveda formulations and Quantum Generics—standardised, high-science nutraceuticals that pair classical Ayurvedic actives with engineering-driven quality controls. The move targets one of Asia's most sophisticated supplement economies, where consumers are tech-forward, regulators are exacting, and the market is shifting toward evidence, traceability, and premium formats.

South Korea's supplement category, governed as Health Functional Foods (HFF) under the Ministry of Food and Drug Safety, is sizable and stringent. Ingredients proceed either via notified lists in the HFF Code or through an individually recognised pathway that requires a formal dossier and data review. Industry trackers estimate the market at roughly \$4.5 billion by value, with tens of thousands of registered products on shelf and household penetration above 80 per cent. Even after post-pandemic normalisation, domestic sales have remained resilient, supported by strong online channels and a premiumisation trend in formats and claims.

For Greenspace, the fit is strategic. The company positions itself at the intersection of Ayurveda, quantum physics, and electronic engineering, arguing that modern telemetry, signal processing and tighter impurity specifications can make botanicals more reproducible and dossiers more audit-ready. "South Korea's reputation for early adoption—spanning consumer tech, e-commerce and beauty—wellness—offers a proving ground for that thesis. Digital routes to market are robust, and speciality chains have embraced function-led "inner beauty" and condition-specific offerings, making it easier for evidence-backed products to earn shelf space and repeat purchase." Shafiulla Hirehal Nuruddin, Director of Greenspace Herbs, said.

"Build for the rulebook, not around it" is the company's internal shorthand for Korea. Greenspace says its programs will be engineered to MFDS expectations from day one: claims calibrated to codified categories; ingredient sourcing mapped for traceability; and formats designed for consumer compliance in sticks, shots, jellies and capsules. Imported products face multiple layers of inspection, and individually recognised ingredients demand clinical data—barriers that reward dossiers over marketing bravado. The company believes its engineering lens, layered atop classical Ayurvedic intelligence, can

shorten time to approval while raising the floor on consistency.