

Rtds in South Korea

Market Direction | 2022-06-29 | 25 pages | Euromonitor

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Report description:

South Korea witnessed a rebound in sales of RTDs in 2021, partially offsetting 2020's volume declines. Although RTDs gained global attention over the review period, especially following the emergence of the pandemic, home consumption of the category has been more subdued in South Korea. RTDs failed to gain traction among South Koreans, with many choosing beer instead. The strong sweet flavour of RTDs and slow new product development have been obstacles to expanding the consumer base, leading to...

Euromonitor International's RTDs in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the RTDs market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
June 2022

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