

Spirits in South Korea

Market Direction | 2022-06-29 | 35 pages | Euromonitor

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Report description:

Soju, the dominant category in South Korean spirits, recorded low volume declines in 2021, with greater at-home consumption during the pandemic, especially among single-person households, negatively its performance. South Koreans tend to choose lower-alcohol drinks rather than strong spirits when they drink alone to avoid overconsumption.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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
July 2022

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SPIRITS IN SOUTH KOREA

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Whiskies continues to struggle

Packaging innovation to attract off-trade consumers

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Premium soju is key for future innovation

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ALCOHOLIC DRINKS IN SOUTH KOREA

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