

## **Energy Drinks in South Korea**

Market Direction | 2022-11-24 | 28 pages | Euromonitor

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### **Report description:**

Retail volume sales of energy drinks continue to grow in 2022, while on-trade demand is improving as a result of relaxing restrictions. Due to the prolonged impact of the pandemic, the number of local citizens struggling with depression or mental health issues, has increased. This has resulted in the creation of a new term referred to as "Corona Blue". In an attempt to combat this, consumers are actively looking for ways to overcome depression and take care of their physical and mental health. W...

Euromonitor International's Energy Drinks 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy Drinks 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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