

## **Alcoholic Drinks in South Korea**

Market Direction | 2023-06-22 | 67 pages | Euromonitor

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### **Report description:**

In 2022, most alcoholic drinks categories in South Korea experienced positive performances, mainly driven by the healthy growth of on-trade sales. As observed in the global industry, consumers resumed their habit of visiting restaurants and bars as pandemic-related restrictions eased, which led to increasing consumption of alcoholic drinks through on-trade premises. Beer enjoyed increasing on-trade sales during summer 2022, which is generally considered the peak season for drinking alcohol in So...

Euromonitor International's Alcoholic 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic 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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## Table of Contents:

Alcoholic Drinks in South Korea  
Euromonitor International  
June 2023

List Of Contents And Tables

### ALCOHOLIC DRINKS IN SOUTH KOREA

#### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

#### MARKET BACKGROUND

Legislation

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2016-2022

#### TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

#### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

#### KEY NEW PRODUCT LAUNCHES

Outlook

#### MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

#### MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

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Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

BEER IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Slow performance for imported brands, while demand for domestic lager grows

Innovation in non-alcoholic segment and craft beer

Beer prices rise due to hike in cost of raw materials

PROSPECTS AND OPPORTUNITIES

Brighter outlook for domestic beer and on-trade consumption

Hyperinflation benefits larger packaging offering value for money

Younger generations aim to reduce alcohol consumption

CATEGORY BACKGROUND

Lager price band methodology

Summary 4 Lager by Price Band 2022

Table 17 Number of Breweries 2017-2022

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2017-2022

Table 19 Sales of Beer by Category: Total Value 2017-2022

Table 20 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 26 □Sales of Beer by Craft vs Standard 2017-2022

Table 27 □GBO Company Shares of Beer: % Total Volume 2018-2022

Table 28 □NBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 □LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 30 □Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 31 □Forecast Sales of Beer by Category: Total Value 2022-2027

Table 32 □Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 33 □Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine's previously rapid growth slows in 2022

Takju players seek premiumisation

PROSPECTS AND OPPORTUNITIES

Stronger growth potential for sake in South Korea following 2022's recovery

Convenience stores gradually increasing distribution of wine

CATEGORY DATA

Table 34 Sales of Wine by Category: Total Volume 2017-2022

Table 35 Sales of Wine by Category: Total Value 2017-2022

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Table 36 Sales of Wine by Category: % Total Volume Growth 2017-2022  
Table 37 Sales of Wine by Category: % Total Value Growth 2017-2022  
Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022  
Table 39 Sales of Wine by Off-trade vs On-trade: Value 2017-2022  
Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022  
Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022  
Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022  
Table 43 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2017-2022  
Table 44 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022  
Table 45 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022  
Table 46 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022  
Table 47 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022  
Table 48 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022  
Table 49 □GBO Company Shares of Champagne: % Total Volume 2018-2022  
Table 50 □NBO Company Shares of Champagne: % Total Volume 2018-2022  
Table 51 □LBN Brand Shares of Champagne: % Total Volume 2019-2022  
Table 52 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022  
Table 53 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022  
Table 54 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022  
Table 55 □GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022  
Table 56 □NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022  
Table 57 □LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022  
Table 58 □Forecast Sales of Wine by Category: Total Volume 2022-2027  
Table 59 □Forecast Sales of Wine by Category: Total Value 2022-2027  
Table 60 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027  
Table 61 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

## SPIRITS IN SOUTH KOREA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Overall demand for soju remains stagnant

Strong recovery for whiskies

Hite Jinro retains dominance of spirits in 2022

#### PROSPECTS AND OPPORTUNITIES

High ABV spirits will struggle to avoid declining demand

Zero-sugar trend targeting health-conscious drinkers

Premiumisation trend could benefit distilled soju

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 5 Benchmark Brands 2022

#### CATEGORY DATA

Table 62 Sales of Spirits by Category: Total Volume 2017-2022  
Table 63 Sales of Spirits by Category: Total Value 2017-2022  
Table 64 Sales of Spirits by Category: % Total Volume Growth 2017-2022  
Table 65 Sales of Spirits by Category: % Total Value Growth 2017-2022  
Table 66 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022  
Table 67 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022  
Table 68 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

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Table 69 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022  
 Table 70 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022  
 Table 71 □Sales of White Rum by Price Platform: % Total Volume 2017-2022  
 Table 72 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022  
 Table 73 □Sales of English Gin by Price Platform: % Total Volume 2017-2022  
 Table 74 □Sales of Vodka by Price Platform: % Total Volume 2017-2022  
 Table 75 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022  
 Table 76 □GBO Company Shares of Spirits: % Total Volume 2018-2022  
 Table 77 □NBO Company Shares of Spirits: % Total Volume 2018-2022  
 Table 78 □LBN Brand Shares of Spirits: % Total Volume 2019-2022  
 Table 79 □Forecast Sales of Spirits by Category: Total Volume 2022-2027  
 Table 80 □Forecast Sales of Spirits by Category: Total Value 2022-2027  
 Table 81 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027  
 Table 82 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

#### CIDER/PERRY IN SOUTH KOREA

#### 2022 DEVELOPMENTS

#### RTDS IN SOUTH KOREA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Total volume growth of RTDs slows due to waning consumer interest

Independent Liquor Korea maintains its leadership

#### PROSPECTS AND OPPORTUNITIES

RTDs set for moderate growth in South Korea

Popularity of cocktails such as Whiskey Highball offers potential opportunity

#### CATEGORY DATA

Table 83 Sales of RTDs by Category: Total Volume 2017-2022  
 Table 84 Sales of RTDs by Category: Total Value 2017-2022  
 Table 85 Sales of RTDs by Category: % Total Volume Growth 2017-2022  
 Table 86 Sales of RTDs by Category: % Total Value Growth 2017-2022  
 Table 87 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022  
 Table 88 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022  
 Table 89 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022  
 Table 90 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022  
 Table 91 GBO Company Shares of RTDs: % Total Volume 2018-2022  
 Table 92 □NBO Company Shares of RTDs: % Total Volume 2018-2022  
 Table 93 □LBN Brand Shares of RTDs: % Total Volume 2019-2022  
 Table 94 □Forecast Sales of RTDs by Category: Total Volume 2022-2027  
 Table 95 □Forecast Sales of RTDs by Category: Total Value 2022-2027  
 Table 96 □Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027  
 Table 97 □Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

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