

## **Beer in South Korea**

Market Direction | 2023-06-22 | 31 pages | Euromonitor

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### **Report description:**

Off-trade volume sales of beer in South Korea marginally declined in 2022 as demand for imported lager, which had been driving the growth of the country's beer consumption at home, was sluggish. Although popular brands such as Budweiser continued to carry out price promotions, the growth of imported lager has remained weak since the government changed the beer tax from ad valorem to specific tax. In addition, the most popular imported lager brands, especially with Japanese and Chinese origins, h...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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:

Beer in South Korea  
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### List Of Contents And Tables

#### 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 1 Lager by Price Band 2022

Table 1 Number of Breweries 2017-2022

##### CATEGORY DATA

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

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

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

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

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 10 Sales of Beer by Craft vs Standard 2017-2022

Table 11 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 12 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 13 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 14 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 15 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 16 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 17 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

#### 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

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Legislation

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 2 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 3 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 18 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 19 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 22 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

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

Table 28 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 29 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

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

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

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

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

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SOURCES

Summary 4 Research Sources

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