

Spirits in South Korea

Market Direction | 2023-06-22 | 33 pages | Euromonitor

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Report description:

Soju, which accounts for the largest total volume share of spirits in South Korea, experienced a weak performance over the review period with stagnant demand in 2022. In addition to a sober curious culture, local consumers have shifted to categories perceived as more exotic and unique, such as craft beer, wine, as well as premium traditional alcoholic drinks. In particular, demand for soju among consumers in their 20s and 30s has decreased significantly.

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 (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: 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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Table of Contents:

Spirits in South Korea
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List Of Contents And Tables

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 1 Benchmark Brands 2022

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2017-2022

Table 2 Sales of Spirits by Category: Total Value 2017-2022

Table 3 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 10 □Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 11 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 12 □Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 13 □Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 14 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 15 □GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 16 □NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 17 □LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 18 □Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 19 □Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 20 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 21 □Forecast Sales of Spirits 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

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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 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 22 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 23 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 24 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 25 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 26 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 27 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 31 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 32 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 33 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 34 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 36 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 37 □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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