

Energy Drinks in South Korea

Market Direction | 2023-12-14 | 28 pages | Euromonitor

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Report description:

Energy drinks is set to see dynamic double-digit off-trade and on-trade volume growth in 2023. On-trade sales were hit hard by the pandemic, and despite strong growth, sales are not expected to return to the 2019 level in 2023. However, the off-trade channel accounts for the vast majority of sales, and sales actually increased throughout the review period, including in the first year of the pandemic, although at a slower rate. During the pandemic, consumers were actively looking for ways to over...

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 (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, packaging or pricing issues. Forecasts to 2027 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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