

Soft Drinks in South Korea

Market Direction | 2023-12-14 | 89 pages | Euromonitor

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Report description:

Growth is expected to continue in soft drinks in both off-trade and on-trade volume terms in 2023. However, products that are perceived as healthier, such as bottled water, kombucha, and reduced sugar carbonates, amongst others, are expected to see much better performances than products containing a high amount of sugar, including juice and regular carbonates.

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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PROSPECTS AND OPPORTUNITIES

Total volume recovery unlikely for juice, despite on-trade growth

Flavour innovation will be seen, to try and maintain consumers' interest

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Little move seen towards zero sugar, as this contradicts sports drinks' main function

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Solid growth set to continue as temperatures and healthy lifestyles rise

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SPORTS DRINKS IN SOUTH KOREA

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