

## **Sports Drinks in South Korea**

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

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### **Report description:**

Asian speciality drinks turned to off-trade volume decline in 2022, and this trend is expected to continue, although at a slower pace, in 2023. Nevertheless, this was after a boost to sales during the pandemic, and sales are set to remain higher than the pre-pandemic level. The retro trend continues in the country, and traditional Korean foods such as sikhye (sweet rice punch), sujeonggwa (persimmon punch), and misutgaru (drink made of mixed grain powder) remain popular. These traditional foods...

Euromonitor International's Sports 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 Sports Drinks, Regular 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 Sports 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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