

Juice in South Korea

Market Direction | 2023-12-14 | 31 pages | Euromonitor

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Report description:

Juice has long been experiencing a decline in its popularity, with off-trade volume sales falling for over 10 years, and this set to continue in 2023. Once synonymous with a premium image, juice has lost customers to freshly squeezed juice due to its preferred taste. In addition, juice used to be considered healthy and nutritious in South Korea, but packaged juices are increasingly perceived as unhealthy due to their high sugar content and calories, which has contributed to decline. In terms of...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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Addition rather than subtraction

Juice products launched targeting children

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