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Sports Drinks in South Korea

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

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Report description:

After seeing an off-trade volume decline in 2020 in the first year of the pandemic, sports drinks returned to dynamic growth, and this trend is set to continue in 2023, with sales far exceeding the pre-pandemic level. Recovery has been driven by an increase in outdoor activities, as the professional and amateur sports leagues resumed from 2022. Meanwhile, in the wake of the pandemic there has been increasing interest in leading a healthier lifestyle, especially following weight gain during the p...

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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