

Sports Drinks in South Korea

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Table of Contents:

Sports Drinks in South Korea

Euromonitor International

May 2024

List Of Contents And Tables

SPORTS DRINKS IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales remain higher than the pre-pandemic level

Traditional ingredients reinterpreted and included in Asian speciality drinks

The use of Asian speciality drinks in mixology

PROSPECTS AND OPPORTUNITIES

Mixology trend set to limit the decline of Asian speciality drinks

Demand expected for low sugar, immune-boosting products for children

Launch of ginseng drinks set to continue

CATEGORY DATA

Table 1 Off-trade Sales of Asian Speciality Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Asian Speciality Drinks: Value 2018-2023

Table 3 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2023-2028

Table 10 Forecast Off-trade Sales of Asian Speciality Drinks: Value 2023-2028

Table 11 Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2023-2028

Table 12 Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2023-2028

SOFT DRINKS IN SOUTH KOREA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in South Korea

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

Sports Drinks in South Korea

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-19
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com