

Drinking Milk Products in South Korea

Market Direction | 2024-09-27 | 20 pages | Euromonitor

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Report description:

Due to challenges related to low birth rates and an ageing population, the retail demand for drinking milk products in South Korea is generally declining. The shrinking size of the category, which primarily targets children and adolescents, reflects changes in population structure. Additionally, recent inflation has negatively impacted household consumption sentiment, further contributing to the decline in milk sales.

Euromonitor International's Drinking Milk Products in South Korea report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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.

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