

Energy Drinks in South Korea

Market Direction | 2024-11-12 | 28 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

In 2024, energy drinks in South Korea is set to experience continued dynamic off-trade volume growth, with both regular and reduced sugar energy drinks expected to see rising sales. Due to the health trend, many consumers are interested in reduced and zero sugar options. Brands such as Monster Zero Sugar and Hot 6 Zero have seen substantial success, reflecting the broader consumer trend towards lower sugar products in soft drinks. The desire for reduced sugar options even amongst those who consu...

Euromonitor International's Energy 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Energy Drinks in South Korea
Euromonitor International
November 2024

List Of Contents And Tables

ENERGY DRINKS IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Both reduced sugar and regular energy drinks see growth
Broadening consumer base due to lifestyle changes
Energy drinks benefits from the resurgence of social activities

PROSPECTS AND OPPORTUNITIES

Aligning energy drinks with the wellness trend
Expanding product offerings for active lifestyles
Capitalising on social consumption trends

CATEGORY DATA

- Table 1 Off-trade Sales of Energy Drinks: Volume 2019-2024
- Table 2 Off-trade Sales of Energy Drinks: Value 2019-2024
- Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024
- Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024
- Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024
- Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024
- Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024
- Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029
- Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2024-2029
- Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029
- Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

SOFT DRINKS IN SOUTH KOREA

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture
2024 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 2019-2024
- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Scotts International. EU Vat number: PL 6772247784

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

Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 27	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 28	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 29	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 30	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 31	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 32	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 33	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 34	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 35	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 36	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 37	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 38	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 39	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 41	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 43	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 44	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 45	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 46	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 47	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 48	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in South Korea

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Energy Drinks in South Korea

Market Direction | 2024-11-12 | 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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	2026-02-12
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com