

Juice in South Korea

Market Direction | 2024-11-12 | 31 pages | Euromonitor

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Report description:

In 2024, juice is expected to maintain its declining trend in off-trade volume terms in South Korea. Fruit juices are experiencing a decline in popularity, driven by shifting consumer perceptions about the health benefits of fruit. Once widely regarded as a healthy option, fruit juices are now being scrutinised for their high fructose content, which is increasingly viewed as detrimental to health. This shift in perception has been accelerated by scientific research and the rapid spread of inform...

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 (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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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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