

Global Soju Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Soju market size will reach 3,658.40 Million USD in 2025 and is projected to reach 4,348.69 Million USD by 2032, with a CAGR of 2.50% (2025-2032). Notably, the China Soju market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Soju is a clear, distilled alcoholic beverage originating from Korea. It is typically made from grains such as rice, wheat, or barley, though modern versions may also use other starches such as sweet potatoes or tapioca. Soju has a relatively high alcohol content, typically ranging from 16% to 25% alcohol by volume (ABV), although some varieties may be stronger. It is often enjoyed neat or mixed with other beverages like fruit juices or carbonated drinks. Soju holds cultural significance in Korea and is commonly consumed during social gatherings and meals, similar to the role of wine or spirits in other cultures. Its mild flavor and versatility have contributed to its popularity both domestically and internationally, making it a widely recognized Korean alcoholic beverage.

The major global manufacturers of Soju include HiteJinro, Lotte Liquor, Muhak, Kumbokju, C1 Soju, bohae, Chungbuk, Hallasan, Mackiss, Andong, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and

generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Soju. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Soju market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Soju market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Soju industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Soju Include:

HiteJinro

Lotte Liquor

Muhak

Kumbokju

C1 Soju

bohae

Chungbuk

Hallasan

Mackiss

Andong

Soju Product Segment Include:

Distilled Soju

Diluted Soju

Soju Product Application Include:

Below 20 Years Old

20-40 Years Old

40-60 Years Old

Above 60 Years Old

Chapter Scope

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