

Hite Jinro Co Ltd in Alcoholic Drinks (South Korea)

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Abstracts

Since imported beer has made inroads into the beer category, Hite Jinro has faced a challenge. Hite Jinro experienced sluggish growth in beer, which, along with soju, accounts for 94% of its total revenue. Hite Jinro planned to focus on lower alcohol content drinks, including sparkling varieties, targeting women and the younger generation, to compete against imported beers and new varieties of soju. Meanwhile, although soju showed growth in 2016, the company was in dire need of new ways to regain...

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