

HW Soft Drinks in South Korea

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Abstracts

During the pandemic, South Korean consumers became more conscious of the need for healthy hydration and the reduction of sugar consumption. This led to dynamic growth for natural bottled water and “water-like” natural RTD tea. Although decline was seen in 2022, sales remained high – above the pre-pandemic levels. Bottled water has maintained high demand as some South Korean consumers have permanently switched from a water purifier to bottled water. Not only is bottled water seen as cleaner, but...

Euromonitor International's HW Soft Drinks in South Korea report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports 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 HW Soft 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.

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HEALTH AND WELLNESS IN SOUTH KOREA

EXECUTIVE SUMMARY

Overview

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