

Kooksoondang Brewery Co Ltd in Alcoholic Drinks (South Korea)

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Abstracts

As traditional alcoholic drinks such as yakju, takju and bokbunjaju are losing popularity, Kooksoondang Brewery faced a challenge in 2015 and 2016, witnessing net losses for two years in a row. Due to the changing environment in the alcoholic drinks market, brands no longer competed against others within the same category.

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