

# Rtds in South Korea

<https://marketpublishers.com/r/R257CA17BC16EN.html>

Date: June 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: R257CA17BC16EN

## Abstracts

RTDs used to be considered exotic and a “lighter” alcoholic drink in South Korea among younger generations of adults. However, beer has now replaced this positioning. While the leading RTD players, such as Independent Liquor Korea and Lotte Asahi Liquor, only launched several new products and invested minimum marketing in 2022, they reviewed their portfolios and ran aggressive marketing campaigns for reduced sugar drinks.

Euromonitor International's RTDs 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 (2018-2022), 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the RTDs 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.

## Contents

Rtds in South Korea  
Euromonitor International  
September 2023

### **LIST OF CONTENTS AND TABLES**

RTDS IN SOUTH KOREA  
KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

Total volume growth of RTDs slows due to waning consumer interest  
Independent Liquor Korea maintains its leadership

### PROSPECTS AND OPPORTUNITIES

RTDs set for moderate growth in South Korea  
Popularity of cocktails such as Whiskey Highball offers potential opportunity

### CATEGORY DATA

- Table 1 Sales of RTDs by Category: Total Volume 2017-2022
- Table 2 Sales of RTDs by Category: Total Value 2017-2022
- Table 3 Sales of RTDs by Category: % Total Volume Growth 2017-2022
- Table 4 Sales of RTDs by Category: % Total Value Growth 2017-2022
- Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022
- Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022
- Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022
- Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022
- Table 9 GBO Company Shares of RTDs: % Total Volume 2018-2022
- Table 10 NBO Company Shares of RTDs: % Total Volume 2018-2022
- Table 11 LBN Brand Shares of RTDs: % Total Volume 2019-2022
- Table 12 Forecast Sales of RTDs by Category: Total Volume 2022-2027
- Table 13 Forecast Sales of RTDs by Category: Total Value 2022-2027
- Table 14 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027
- Table 15 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

### ALCOHOLIC DRINKS IN SOUTH KOREA

### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

### **2022 KEY TRENDS**

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2016-2022

## TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

## MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 25 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 26 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 27 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 28 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 30 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth  
2022-2027

Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth  
2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

## I would like to order

Product name: Rtds in South Korea

Product link: <https://marketpublishers.com/r/R257CA17BC16EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R257CA17BC16EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970