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Sports Drinks in South Korea

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Abstracts

After seeing an off-trade volume decline in 2020 in the first year of the pandemic, sports drinks returned to dynamic growth, and this trend is set to continue in 2023, with sales far exceeding the pre-pandemic level. Recovery has been driven by an increase in outdoor activities, as the professional and amateur sports leagues resumed from 2022. Meanwhile, in the wake of the pandemic there has been increasing interest in leading a healthier lifestyle, especially following weight gain during the p...

Euromonitor International's Sports Drinks 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Sports Drinks, Regular 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 Sports Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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Contents

Sports Drinks in South Korea
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May 2024

LIST OF CONTENTS AND TABLES

SPORTS DRINKS IN SOUTH KOREA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Greater interest in healthier lifestyles and sport drives sales of sports drinks
Little move seen towards zero sugar, as this contradicts sports drinks' main function
Lotte Chilsung Beverage moves into the stop spot, toppling Coca-Cola
PROSPECTS AND OPPORTUNITIES
Solid growth set to continue as temperatures and healthy lifestyles rise
Despite innovation, most consumers still likely to prefer regular sports drinks
Shifts in advertising strategy expected to continue
CATEGORY DATA
Table 1 Off-trade Sales of Sports Drinks: Volume 2018-2023
Table 2 Off-trade Sales of Sports Drinks: Value 2018-2023
Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028
SOFT DRINKS IN SOUTH KOREA
EXECUTIVE SUMMARY
Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?
MARKET DATA
Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

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Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028
APPENDIX
Fountain sales in South Korea
Trends
DISCLAIMER
SOURCES
Summary 1 Research Sources

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