

Global Soju Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Soju market size is expected to reach \$ 4341 million by 2032, rising at a market growth of 3.2% CAGR during the forecast period (2026-2032).

Soju is the best known liquor from Korea. It is distilled, vodka-like, rice liquor with high potency and often flavored similarly. It is smooth and clean in taste, which makes it easy to drink in combination with various Korean dishes. The main ingredient of soju is rice, almost always in combination with other ingredients such as wheat, barley, or sweet potatoes. Soju is clear-colored and typically varies in alcohol content from 10% to 25% proof.

Soju Market Drivers

Rising Global Popularity of Korean Culture (Hallyu Wave)

K-dramas & K-pop Influence: Shows like Squid Game and artists like BTS often feature soju, boosting international demand. Korean Cuisine Boom: The spread of Korean BBQ and restaurants worldwide increases soju consumption as a pairing drink.

Shift Toward Lower-Alcohol & Flavored Spirits

Fruit-Infused Soju: Brands like Jinro Grapefruit and Chum-Churum Soonhari attract younger drinkers and women. Low-ABV Trend: Soju (typically 16–20% ABV) fits the demand for lighter alternatives to vodka or whiskey.

Premiumization & Craft Soju Trends

Traditional & Artisanal Soju: Brands like Kooksoondang and Tokki Soju appeal to premium markets. Innovative Flavors: Lychee, yogurt, and yuzu varieties cater to experimental drinkers.

This report studies the global Soju production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Soju and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Soju that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Soju total production and demand, 2021-2032, (M Bottles)

Global Soju total production value, 2021-2032, (USD Million)

Global Soju production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Bottles), (based on production site)

Global Soju consumption by region & country, CAGR, 2021-2032 & (M Bottles)

U.S. VS China: Soju domestic production, consumption, key domestic manufacturers and share

Global Soju production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Bottles)

Global Soju production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Bottles)

Global Soju production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M Bottles)

This report profiles key players in the global Soju market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include HiteJinro (Jinro), Lotte Liquor, Muhak, Kumbokju, C1 Soju, Bohae, Chungbuk, Hallasan, Mackiss (Sunyang), Kooksoondang, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Soju market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Bottles) and average price (USD/Bottle) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Soju Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Soju Market, Segmentation by Type:

Distilled Soju

Diluted Soju

Global Soju Market, Segmentation by Application:

Below 20 Years Old

20-40 Years Old

41-60 Years Old

Above 60 Years Old

Companies Profiled:

HiteJinro (Jinro)

Lotte Liquor

Muhak

Kumbokju

C1 Soju

Bohae

Chungbuk

Hallasan

Mackiss (Sunyang)

Kooksoondang

Tokki Soju

Key Questions Answered:

1. How big is the global Soju market?
2. What is the demand of the global Soju market?
3. What is the year over year growth of the global Soju market?
4. What is the production and production value of the global Soju market?

5. Who are the key producers in the global Soju market?
6. What are the growth factors driving the market demand?

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