

Global Soju Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Soju market size was valued at USD 3263.5 million in 2023 and is forecast to a readjusted size of USD 3800.8 million by 2030 with a CAGR of 2.2% during review period.

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.

Korea is the largest market with about 97% market share.

The key players are HiteJinro, Lotte Liquor, Muhak, Kumbokju, C1 Soju, bohae, Chungbuk, Hallasan, Mackiss, Andong etc. Top 3 companies occupied about 69% market share.

The Global Info Research report includes an overview of the development of the Soju industry chain, the market status of Below 20 Years Old (Distilled Soju, Diluted Soju), 20-40 Years Old (Distilled Soju, Diluted Soju), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Soju.

Regionally, the report analyzes the Soju markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Soju market,

with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Soju market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Soju industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (M Bottles), revenue generated, and market share of different by Type (e.g., Distilled Soju, Diluted Soju).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Soju market.

Regional Analysis: The report involves examining the Soju market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Soju market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Soju:

Company Analysis: Report covers individual Soju manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Soju This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Below 20 Years Old, 20-40 Years

Old).

Technology Analysis: Report covers specific technologies relevant to Soju. It assesses the current state, advancements, and potential future developments in Soju areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Soju market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Soju market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Distilled Soju

Diluted Soju

Market segment by Application

Below 20 Years Old

20-40 Years Old

40-60 Years Old

Above 60 Years Old

Major players covered

HiteJinro

Lotte Liquor

Muhak

Kumbokju

C1 Soju

bohae

Chungbuk

Hallasan

Mackiss

Andong

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Soju product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Soju, with price, sales, revenue and global market share of Soju from 2019 to 2024.

Chapter 3, the Soju competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Soju breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Soju market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Soju.

Chapter 14 and 15, to describe Soju sales channel, distributors, customers, research findings and conclusion.

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