

Global Soju Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Soju market size was valued at US\$ 3414 million in 2024 and is forecast to a readjusted size of USD 3982 million by 2031 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.

This report is a detailed and comprehensive analysis for global Soju market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Soju market size and forecasts, in consumption value (\$ Million), sales quantity (M Bottles), and average selling prices (USD/Bottle), 2020-2031

Global Soju market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Bottles), and average selling prices (USD/Bottle), 2020-2031

Global Soju market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Bottles), and average selling prices (USD/Bottle), 2020-2031

Global Soju market shares of main players, shipments in revenue (\$ Million), sales quantity (M Bottles), and ASP (USD/Bottle), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Soju

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Soju market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include HiteJinro, Lotte Liquor, Muhak, Kumbokju, C1 Soju, bohae, Chungbuk, Hallasan, Mackiss, Andong, etc.

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

Market Segmentation

Soju market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

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 quantity, revenue, and global market share of Soju from 2020 to 2025.

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 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

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 2020 to 2025. and Soju market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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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