

South Korea Alcoholic Beverages Market Report by Product Type (Beer, Wine, Spirits, and Others), Alcoholic Content (High, Medium, Low), Flavour (Unflavored, Flavored), Packaging Type (Glass Bottles, Tins, Plastic Bottles, and Others), Distribution Channel (Hypermarkets and Supermarkets, Convenience Stores, Speciality Stores, Department Stores, and Others), and Region 2026-2034

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Abstracts

South Korea alcoholic beverages market size reached USD 31.3 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 36.9 Billion by 2034, exhibiting a growth rate (CAGR) of 1.76% during 2026-2034. The market is growing due to rising disposable incomes, boosting demand for premium and imported drinks. An expanding social drinking culture and innovative products like flavored soju and craft beers further drive market growth and consumer interest.

SOUTH KOREA ALCOHOLIC BEVERAGES MARKET ANALYSIS:

Major Market Drivers: Shifting consumer preferences towards premium and craft offerings has significantly contributed to the market's expansion. Additionally, the rising trend of socializing and the growing acceptance of alcohol consumption in various cultures have propelled the demand for diverse and innovative alcoholic beverages.

Key Market Trends: The increasing disposable income of consumers has led to a surge in the consumption of high-end and luxury alcoholic products, further

stimulating the market growth. Additionally, the proliferation of e-commerce platforms has provided consumers with convenient avenues to explore and purchase a diverse array of alcoholic products, thereby boosting market demand.

Competitive Landscape: The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis, such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant, has been covered in the report.

Geographical Trends: Seoul, as the economic and cultural center of South Korea, drives significant demand for a wide range of alcoholic beverages. The high-income population and strong consumer spending power contribute to the growth of premium and craft beverages. Moreover, as a metropolitan city and a hub for technology and innovation, Haseo contributes significantly to the regional market. The presence of educational institutions and research facilities also influences consumer preferences.

Challenges and Opportunities: High competition among key players especially in the soju segment and the growing awareness of health issues related to excessive consumption are hampering the market's growth. However, there is an increasing consumer interest in premium and high-quality alcoholic beverages, such as craft beers, artisanal spirits, and premium wines. This trend offers opportunities for brands to cater to a more affluent consumer segment.

SOUTH KOREA ALCOHOLIC BEVERAGES MARKET TRENDS:

Rising Disposable Income

As South Korea's economy grows, disposable incomes are rising, allowing consumers to spend more on premium and diverse alcoholic beverages. For instance, according to Statista, in 2024, South Korea's household disposable income per capita is expected to be nearly \$19.36k. South Korea's overall consumer spending is expected to reach US\$0.84 trillion in 2024. Higher-income levels are leading to increased demand for premium and imported alcoholic products, including fine wines, craft beers, and high-end spirits. These factors are further positively influencing the South Korean alcoholic beverages market forecast.

Expanding Social Drinking Culture

The vibrant nightlife and social drinking culture in South Korea contribute significantly to the demand for alcoholic beverages. For instance, according to Statista, in 2019, there were nearly 115 thousand bars and pubs in South Korea. Popular drinking establishments, including bars, pubs, and restaurants, drive consumption. For instance, according to Statista, in 2019, venues having authorization to sell alcoholic beverages in South Korea, such as bars and pubs, generated a total sales revenue of around 11.88 trillion South Korean won. These factors are further contributing to the South Korea alcoholic beverages market share.

Product Innovations

The introduction of innovative products, including flavored soju, low-alcohol beverages, and new craft beer varieties, keeps the market dynamic and attracts a broader consumer base. For instance, in July 2023, Korean Air unveiled its craft beer. The local award-winning Playground Brewery created KAL's Lager with help from airline executives. Passengers visiting the Korean Air lounges at Incheon International Airport (ICN) and Gimpo International Airport (GMP) will have the opportunity to sample the travel-inspired craft lager. These factors are augmenting the market growth.

SOUTH KOREA ALCOHOLIC BEVERAGES MARKET SEGMENTATION

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on product type, alcoholic content, flavor, packaging type, and distribution channel.

Breakup by Product Type:

Beer

Wine

Spirits

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes beer, wine, spirits, and others.

The rise in craft beer culture has been a significant driver. South Korean consumers are increasingly seeking unique, artisanal beers with diverse flavors, leading to a surge in local craft breweries and specialty imports. Moreover, higher disposable incomes have led to greater spending on premium and imported wines, fueling the market growth. Besides this, there is a rising demand for premium and imported spirits like whiskey, vodka, and rum. Affluent consumers are drawn to high-quality products and brand prestige.

Breakup by Alcoholic Content:

High

Medium

Low

A detailed breakup and analysis of the market based on the alcoholic content have also been provided in the report. This includes high, medium, and low.

According to the South Korea alcoholic beverages market overview, high alcohol content spirits, particularly premium and imported varieties, are often associated with quality and status. Consumers are increasingly willing to spend on high-end products, driving the demand for premium spirits. Moreover, moderate alcohol content beverages like wine and standard-strength beers are often perceived as having health benefits (e.g., antioxidants in wine) and are favored by health-conscious consumers. Besides this, there is a growing trend towards healthier lifestyles, leading to an increased demand for low-alcohol and non-alcoholic options. Consumers who are mindful of calorie intake and alcohol consumption favor these beverages.

Breakup by Flavor:

Unflavoured

Flavoured

The report has provided a detailed breakup and analysis of the market based on the flavor. This includes unflavoured and flavoured.

Unflavoured alcoholic beverages like soju and beer have strong cultural roots in South Korea. Soju, in particular, is deeply embedded in Korean social and dining practices, making it a staple in the market. Unflavoured spirits such as vodka and whiskey are versatile and used in a variety of cocktails and mixed drinks, contributing to their steady demand. Moreover, there is a growing trend towards innovation and experimentation in the alcoholic beverages market. Flavoured alcoholic beverages offer consumers novel tastes and experiences, which appeal to those seeking variety. Flavored options, especially those with lower alcohol content or perceived health benefits (like fruit-infused liqueurs), align with health-conscious consumer trends, thereby driving the market's growth.

Breakup by Packaging Type:

Glass Bottles

Tins

Plastic Bottles

Others

A detailed breakup and analysis of the market based on the packaging type have also been provided in the report. This includes glass bottles, tins, plastic bottles, and others.

Glass bottles are often associated with higher quality and premium products. They are commonly used for wines, premium spirits, and craft beers, where the presentation and perceived value are important. While tins are lightweight and durable, making them highly portable and convenient for on-the-go consumption. This is particularly appealing for beverages consumed at outdoor events, parties, and casual settings. Cans provide an excellent barrier against light and oxygen, which helps preserve the freshness and carbonation of beverages, especially for beers and ready-to-drink cocktails. Besides this, plastic bottles are often less expensive to produce than glass bottles, making them a cost-effective option for many beverage types. This cost advantage can be passed on to consumers.

Breakup by Distribution Channel:

Hypermarkets and Supermarkets

Convenience Stores

Speciality Stores

Department Stores

Others

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes hypermarkets and supermarkets, convenience stores, specialty stores, department stores, and others.

Hypermarkets and supermarkets offer a broad range of alcoholic beverages, including beers, wines, spirits, and non-alcoholic options. The extensive selection caters to diverse consumer preferences and allows for bulk purchases. Moreover, convenience stores cater to consumers seeking quick and easy access to alcoholic beverages. The ability to purchase beverages on-the-go is a significant driver of demand. Besides this, specialty stores offer a curated selection of high-quality, unique, and premium alcoholic beverages. Consumers looking for specific types of wine, craft beer, or rare spirits visit these stores for expert recommendations and exclusive products. Furthermore, department stores frequently carry high-end and luxury alcoholic beverages, including premium wines, spirits, and exclusive brands. This attracts consumers looking for premium gifts or personal indulgences.

Breakup by Region:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

According to the South Korea alcoholic beverages market statistics, the Seoul Capital Area has a large and diverse population with varied preferences. This results in a high demand for a wide range of alcoholic beverages, including craft beers, premium spirits, and imported wines. Moreover, the Yeongnam region has a strong tradition of consuming soju and beer. Local preferences often lean towards traditional alcoholic beverages, with a steady demand for soju and Korean beers. Furthermore, Honam has strong local traditions that include a preference for traditional Korean alcoholic beverages like soju and makgeolli (fermented rice wine). These beverages are commonly consumed in social and family settings.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis, such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant, has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea alcoholic beverages market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the South Korea alcoholic beverages market?

What is the breakup of the South Korea alcoholic beverages market on the basis of product type?

What is the breakup of the South Korea alcoholic beverages market on the basis of alcoholic content?

What is the breakup of the South Korea alcoholic beverages market on the basis of flavour?

What is the breakup of the South Korea alcoholic beverages market on the basis of packaging type?

What is the breakup of the South Korea alcoholic beverages market on the basis of

distribution channel?

What are the various stages in the value chain of the South Korea alcoholic beverages market?

What are the key driving factors and challenges in the South Korea alcoholic beverages?

What is the structure of the South Korea alcoholic beverages market and who are the key players?

What is the degree of competition in the South Korea alcoholic beverages market?

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