

Global Soju Market Growth 2025-2031

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Abstracts

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The global Soju market size is predicted to grow from US\$ 3313 million in 2025 to US\$ 3817 million in 2031; it is expected to grow at a CAGR of 2.4% from 2025 to 2031.

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.

LP Information, Inc. (LPI) ' newest research report, the "Soju Industry Forecast" looks at past sales and reviews total world Soju sales in 2024, providing a comprehensive analysis by region and market sector of projected Soju sales for 2025 through 2031. With Soju sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Soju industry.

This Insight Report provides a comprehensive analysis of the global Soju landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Soju portfolios and capabilities,

market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Soju market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Soju and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Soju.

This report presents a comprehensive overview, market shares, and growth opportunities of Soju market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Distilled Soju

Diluted Soju

Segmentation by Application:

Below 20 Years Old

20-40 Years Old

40-60 Years Old

Above 60 Years Old

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

HiteJinro

Lotte Liquor

Muhak

Kumbokju

C1 Soju

bohae

Chungbuk

Hallasan

Mackiss

Andong

Key Questions Addressed in this Report

What is the 10-year outlook for the global Soju market?

What factors are driving Soju market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Soju market opportunities vary by end market size?

How does Soju break out by Type, by Application?

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