

Global Soju Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Soju is a clear, colorless distilled beverage of Korean origin. It is usually consumed neat, and its alcohol content varies from about 16.8% to 53% alcohol by volume (ABV). Most brands of soju are made in South Korea. While it is traditionally made from rice, wheat, or barley, modern producers often replace rice with other starches such as potatoes, sweet potatoes, or tapioca

Based on the Soju market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Soju market covered in Chapter 5:

Lotte Liquor
Mackiss
Bohae
Chungbuk
HiteJinro
C1 Soju
Hallasan
Muhak
Kumbokju
Andong

In Chapter 6, on the basis of types, the Soju market from 2015 to 2025 is primarily split into:

Distilled Soju
Diluted Soju

In Chapter 7, on the basis of applications, the Soju market from 2015 to 2025 covers:

Below 20 years old
Between 20 and 40 years old
Age from 40 to 60
Above 60 years old

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)
United States
Canada
Mexico
Europe (Covered in Chapter 10)
Germany
UK
France
Italy
Spain

Russia
Others
Asia-Pacific (Covered in Chapter 11)
China
Japan
South Korea
Australia
India
South America (Covered in Chapter 12)
Brazil
Argentina
Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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