

Beer & Cider in South Korea

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Abstracts

Beer & Cider in South Korea

SUMMARY

Beer & Cider in South Korea industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2014%li%18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The beer and cider market consists of the retail sale of beer and cider. The beer segment consists of ale, dark beer, lager, stout, flavored beer, wheat beer, beer mixes and seasonal beer. The cider segment consists of apple cider, flavored cider, pear cider and seasonal cider. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2018 exchange rates.

The South Korean beer & cider market had total revenues of \$13,997.7m in 2018, representing a compound annual growth rate (CAGR) of 5.3% between 2014 and 2018.

Market consumption volumes declined with a compound annual rate of change (CARC) of - 1.3% between 2014%li%2018, to reach a total of 2,014.3 million liters in 2018.

Emerging demand for premium quality craft beer among the young population of

the country is driving the growth of the market

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the beer & cider market in South Korea

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the beer & cider market in South Korea

Leading company profiles reveal details of key beer & cider market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the South Korea beer & cider market with five year forecasts

REASONS TO BUY

What was the size of the South Korea beer & cider market by value in 2018?

What will be the size of the South Korea beer & cider market in 2023?

What factors are affecting the strength of competition in the South Korea beer & cider market?

How has the market performed over the last five years?

What are the main segments that make up South Korea's beer & cider market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the South Korean beer and cider market?
- 7.3. Which companies have been most successful at increasing their market shares in the last four years?
- 7.4. Which companies' market shares have suffered in the last four years?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the largest deals in the beer and cider market in recent years?

8 COMPANY PROFILES

- 8.1. Anheuser-Busch InBev SA/NV
- 8.2. Hite Jinro Co Ltd
- 8.3. Lotte Chilsung Beverage Co., Ltd.

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: South Korea beer & cider market value: \$ million, 2014-18
- Table 2: South Korea beer & cider market volume: million liters, 2014-18
- Table 3: South Korea beer & cider market category segmentation: \$ million, 2018
- Table 4: South Korea beer & cider market geography segmentation: \$ million, 2018
- Table 5: South Korea beer & cider market distribution: % share, by value, 2018
- Table 6: South Korea beer & cider market value forecast: \$ million, 2018-23
- Table 7: South Korea beer & cider market volume forecast: million liters, 2018-23
- Table 8: South Korea beer & cider market share: % share, by value, 2018
- Table 9: Anheuser-Busch InBev SA/NV: key facts
- Table 10: Anheuser-Busch InBev SA/NV: Annual Financial Ratios
- Table 11: Anheuser-Busch InBev SA/NV: Key Employees
- Table 12: Anheuser-Busch InBev SA/NV: Key Employees Continued
- Table 13: Hite Jinro Co Ltd: key facts
- Table 14: Hite Jinro Co Ltd: Annual Financial Ratios
- Table 15: Hite Jinro Co Ltd: Key Employees
- Table 16: Lotte Chilsung Beverage Co., Ltd.: key facts
- Table 17: Lotte Chilsung Beverage Co., Ltd.: Annual Financial Ratios
- Table 18: Lotte Chilsung Beverage Co., Ltd.: Key Employees
- Table 19: South Korea size of population (million), 2014-18
- Table 20: South Korea gdp (constant 2005 prices, \$ billion), 2014-18
- Table 21: South Korea gdp (current prices, \$ billion), 2014-18
- Table 22: South Korea inflation, 2014-18
- Table 23: South Korea consumer price index (absolute), 2014-18
- Table 24: South Korea exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: South Korea beer & cider market value: \$ million, 2014-18

Figure 2: South Korea beer & cider market volume: million liters, 2014-18

Figure 3: South Korea beer & cider market category segmentation: % share, by value, 2018

Figure 4: South Korea beer & cider market geography segmentation: % share, by value, 2018

Figure 5: South Korea beer & cider market distribution: % share, by value, 2018

Figure 6: South Korea beer & cider market value forecast: \$ million, 2018-23

Figure 7: South Korea beer & cider market volume forecast: million liters, 2018-23

Figure 8: Forces driving competition in the beer & cider market in South Korea, 2018

Figure 9: Drivers of buyer power in the beer & cider market in South Korea, 2018

Figure 10: Drivers of supplier power in the beer & cider market in South Korea, 2018

Figure 11: Factors influencing the likelihood of new entrants in the beer & cider market in South Korea, 2018

Figure 12: Factors influencing the threat of substitutes in the beer & cider market in South Korea, 2018

Figure 13: Drivers of degree of rivalry in the beer & cider market in South Korea, 2018

Figure 14: South Korea beer & cider market share: % share, by value, 2018

COMPANIES MENTIONED

Anheuser-Busch InBev SA/NV

Hite Jinro Co Ltd

Lotte Chilsung Beverage Co., Ltd.

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