

# Soft Drinks in South Korea

November 2025

**Table of Contents** 

#### Soft Drinks in South Korea

### **EXECUTIVE SUMMARY**

Health trends and channel shifts are reshaping soft drinks

#### **KEY DATA FINDINGS**

#### INDUSTRY PERFORMANCE

Health trends drive polarisation amidst static volumes Inflation fuels shift to private label and varied pack sizes Health-conscious consumers fuel premiumisation in soft drinks Soft drinks embraces cultural trends for growth in South Korea

### WHAT'S NEXT?

Health awareness and regulation to reshape soft drinks in South Korea Players will move towards premiumisation, eco-packaging, and digital channels

### COMPETITIVE LANDSCAPE

Lotte Chilsung and Coca-Cola Drive Innovation and Health Trends Character-led innovation drives dynamic growth for Paldo

### **CHANNELS**

Convenience stores is an important distribution channel due to on-the-go appeal Retail e-commerce platforms are driving efficiency and value in soft drinks Foodservice sees steady but sluggish recovery towards pre-pandemic levels

#### MARKET DATA

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
- Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
- Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
- Table 11 Off-trade Sales of Soft Drinks by Category: Value 2020-2025
- Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
- Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
- Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
- Table 15 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
- Table 16 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
- Table 17 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
- Table 18 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
- Table 19 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
- Table 20 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
- Table 21 NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
- Table 22 LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
- Table 23 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
- Table 24 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
- Table 25 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
- Table 26 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
- Table 27 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

- Table 28 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
- Table 29 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
- Table 30 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
- Table 31 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
- Table 32 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
- Table 33 Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
- Table 34 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
- Table 35 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
- Table 36 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

### **APPENDIX**

Fountain sales in South Korea

### COUNTRY REPORTS DISCLAIMER

### **SOURCES**

Summary 1 - Research Sources

### Bottled Water in South Korea

### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Flavour, convenience, and sustainability evident in bottled water in South Korea

### INDUSTRY PERFORMANCE

Online convenience and demographics ensure resilience for bottled water Flavoured and carbonated bottled water lead growth

# WHAT'S NEXT?

Health, premiumisation, and sustainability will be evident in bottled water Strategies such as transparency and online partnerships to drive brand loyalty Sustainable packaging takes centre stage in bottled water in South Korea

# COMPETITIVE LANDSCAPE

Kwang Dong Pharm maintains lead of bottled water and extends brand rights
Digital advances and flavour innovation drive dynamic growth for Woongjin Food
Private label is reshaping bottled water with value and convenience

# **CHANNELS**

Convenience and cost-effectiveness drive growth for retail e-commerce

Busy lives mean convenience stores and vending are popular for on-the-go purchases

### **CATEGORY DATA**

- Table 37 Off-trade Sales of Bottled Water by Category: Volume 2020-2025
- Table 38 Off-trade Sales of Bottled Water by Category: Value 2020-2025
- Table 39 Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025
- Table 40 Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025
- Table 41 NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025
- Table 42 LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025
- Table 43 NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025
- Table 44 LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025
- Table 45 Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030
- Table 46 Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030
- Table 47 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

# Carbonates in South Korea

### **KEY DATA FINDINGS**

### 2025 DEVELOPMENTS

Health, innovation, and shifting dynamics in carbonates

### INDUSTRY PERFORMANCE

South Korea's "slow ageing" trend fuels growth for reduced sugar carbonates Flavour innovation seen alongside zero calorie expansion in carbonates

### WHAT'S NEXT?

Taste and health concerns expected to shape carbonates in South Korea

Lotte Chilsung aims to ensure transparency, inclusivity and trust through Food QR

Paldo's Pororo Tok achieves certification for its children's carbonates

### COMPETITIVE LANDSCAPE

Lotte Chilsung's strategic diversification narrows gap with Coca-Cola Flavour innovation from Hite Jinro helps drive growth for tonic water in South Korea

### **CHANNELS**

Convenience stores extends its lead in carbonates in 2025 Coca-Cola's 'Red Ribbon' campaign elevates foodservice engagement

### CATEGORY DATA

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 54 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2020-2025

Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2020-2025

Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2025-2030

Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2025-2030

# COUNTRY REPORTS DISCLAIMER

# Concentrates in South Korea

### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Navigating the shift to RTD products through innovation and e-commerce

### INDUSTRY PERFORMANCE

Concentrates faces challenges from ready-to-drink alternatives in South Korea Liquid concentrates sees the better performance in 2025 thanks to apple cider vinegar beverages

### WHAT'S NEXT?

Navigating decline with healthier variants and customisation

Players will continue to adapt as traditional kombucha faces challenges

Brands innovate traditional favourites for health-conscious Koreans

### COMPETITIVE LANDSCAPE

Key strategies for top concentrates brands in South Korea

Teazen faces double-digit volume decline amidst shifting consumer preferences

### **CHANNELS**

Hypermarkets dominates concentrates through value and strategic placement

Retail e-commerce is reshaping new product launches in concentrates

Concentrates conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

### **CATEGORY DATA**

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 71 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

### Juice in South Korea

### **KEY DATA FINDINGS**

### 2025 DEVELOPMENTS

Health trend and demographic shifts reshape juice in Korea

### INDUSTRY PERFORMANCE

Juice faces headwinds as consumers move away from sugar in all forms

Natural nutrients and vegetable juices cushion decline in juice

# WHAT'S NEXT?

More players in juice expected to navigate decline with functional innovation

Kim's Club watermelon juice redefines freshness and convenience in juice in Korea A debate is brewing over sweeteners in zero sugar children's juices in South Korea

### COMPETITIVE LANDSCAPE

Lotte Chilsung innovates with low sugar juices for health-conscious consumers

Paldo sees robust growth as brands innovate for young consumers in South Korea

### **CHANNELS**

Subscription models ensure retail e-commerce extends its distribution lead The enduring importance of convenience stores for sales of juice in South Korea

#### **CATEGORY DATA**

Table 84 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 85 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 90 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

### RTD Coffee in South Korea

### **KEY DATA FINDINGS**

### 2025 DEVELOPMENTS

RTD coffee adapts to new consumer demands and dynamics

# INDUSTRY PERFORMANCE

RTD coffee faces decline amidst category fatigue and rising costs RTD coffee brands adapt to consumer demand in South Korea

### WHAT'S NEXT?

Despite forecast volume decline, premiumisation and decaffeination may offer hope More players will adapt to MZ generation's demand for health and design More players in RTD coffee likely to embrace sustainable innovation

# COMPETITIVE LANDSCAPE

Lotte leads RTD coffee amidst fierce competition for MZ consumers How major franchised coffee brands are reshaping RTD coffee in South Korea

### **CHANNELS**

Convenience stores elevate quality and choice in RTD coffee in South Korea E-commerce is key for innovation and brand building in RTD coffee

# **CATEGORY DATA**

Table 96 - Off-trade Sales of RTD Coffee: Volume 2020-2025

Table 97 - Off-trade Sales of RTD Coffee: Value 2020-2025

Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025

- Table 99 Off-trade Sales of RTD Coffee: % Value Growth 2020-2025
- Table 100 NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025
- Table 101 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025
- Table 102 NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025
- Table 103 LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025
- Table 104 Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030
- Table 105 Forecast Off-trade Sales of RTD Coffee: Value 2025-2030
- Table 106 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030
- Table 107 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

### RTD Tea in South Korea

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Health and wellness trends and differentiation shape RTD tea in South Korea

### INDUSTRY PERFORMANCE

RTD tea gains momentum as a wellness-driven beverage choice in South Korea Functional RTD teas reshape South Korea's soft drinks landscape

### WHAT'S NEXT?

Steady growth to be driven by innovation and health trends RTD tea brands to capitalise on different tea bases and the wellness trend Differentiation will be key to success in RTD tea in South Korea

### COMPETITIVE LANDSCAPE

Lotte Chilsung maintains its lead, but Dongwon benefits from aggressive promotion Oi Ocha attracts younger consumers by incorporating matcha-based variants

# **CHANNELS**

Convenience stores reigns supreme in RTD tea distribution

Online retail reshapes RTD tea distribution and innovation in South Korea

### **CATEGORY DATA**

- Table 108 Off-trade Sales of RTD Tea by Category: Volume 2020-2025
- Table 109 Off-trade Sales of RTD Tea by Category: Value 2020-2025
- Table 110 Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025
- Table 111 Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025
- Table 112 Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025
- Table 113 NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025
- Table 114 LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025
- Table 115 NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025
- Table 116 LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025
- Table 117 Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030
- Table 118 Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030
- Table 119 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030
- Table 120 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

# Energy Drinks in South Korea

#### **KEY DATA FINDINGS**

### 2025 DEVELOPMENTS

Diversification of consumers, channels, and offerings in energy drinks

#### INDUSTRY PERFORMANCE

Energy drinks adapts to broader appeal and diverse consumption occasions Reduced sugar energy drinks reshapes consumption but regular still dominates

### WHAT'S NEXT?

Health consciousness will continue to reshape energy drinks in South Korea Affordability and authenticity will be important, as seen from the success of Eolbaksa Diversifying energy drinks to cater to consumers' evolving lifestyles

### COMPETITIVE LANDSCAPE

Leading brands are shaping energy drinks through innovation and diversification Lotte Chilsung innovates with Hot 6 The Pro, blending energy and protein

### **CHANNELS**

Convenience stores dominates energy drinks due to impulse and accessibility The growing influence of retail e-commerce in energy drinks in South Korea

### **CATEGORY DATA**

Table 121 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 122 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

# COUNTRY REPORTS DISCLAIMER

# Sports Drinks in South Korea

# **KEY DATA FINDINGS**

# 2025 DEVELOPMENTS

Growth for sports drinks due to fitness trends and heatwaves

# INDUSTRY PERFORMANCE

Robust growth for sports drinks in South Korea amidst evolving fitness trends The challenge of balancing functionality and health in sports drinks

### WHAT'S NEXT?

Tapping new demographics in sports drinks likely to contribute to growth Blurring of categories, but innovation and collaborations set to drive growth The rise of sugar-free and natural formulations in sports drinks

### COMPETITIVE LANDSCAPE

Pocari Sweat's share challenged by competition from companies and other formats Lotte Group's new 2% DBH launch adapts to health-focused consumers

### **CHANNELS**

Convenience stores cements its leadership in sports drinks due to on-the-go demand Digital channels reshape South Korea's sports drinks distribution landscape

### **CATEGORY DATA**

- Table 133 Off-trade Sales of Sports Drinks: Volume 2020-2025
- Table 134 Off-trade Sales of Sports Drinks: Value 2020-2025
- Table 135 Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025
- Table 136 Off-trade Sales of Sports Drinks: % Value Growth 2020-2025
- Table 137 NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025
- Table 138 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025
- Table 139 NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025
- Table 140 LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025
- Table 141 Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030
- Table 142 Forecast Off-trade Sales of Sports Drinks: Value 2025-2030
- Table 143 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030
- Table 144 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

# Asian Speciality Drinks in South Korea

### KEY DATA FINDINGS

# 2025 DEVELOPMENTS

K-culture, zero sugar, and digital shifts drive modest growth

# INDUSTRY PERFORMANCE

K-culture and zero sugar fuel modest growth in Asian speciality drinks "Loconomy" trend drives innovation in Asian speciality drinks

# WHAT'S NEXT?

Navigating low growth with innovations that appeal to younger consumers

Rice-based beverages could tap into health and wellness trends for growth

Healthy ageing and traditional tastes could spell success for Asian speciality drinks

# COMPETITIVE LANDSCAPE

Lotte and Woongjin adapt to health trends in Asian specialty drinks

JungKwanJang leads growth in Asian specialty drinks due to health and heritage

# **CHANNELS**

Hypermarkets remains key for sales of Asian specialty drinks due to accessibility JungKwanJang's digital strategy amidst e-commerce boom and inflation

### CATEGORY DATA

- Table 145 Off-trade Sales of Asian Speciality Drinks: Volume 2020-2025
- Table 146 Off-trade Sales of Asian Speciality Drinks: Value 2020-2025
- Table 147 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2020-2025
- Table 148 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2020-2025
- Table 149 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2025
- Table 150 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2022-2025
- Table 151 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2021-2025

Table 152 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2022-2025

Table 153 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2025-2030

Table 154 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2025-2030

Table 155 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2025-2030

Table 156 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2025-2030

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