



Bottled Water in South Korea

November 2025

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Bottled Water in South Korea - Category analysis

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

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

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

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Soft Drinks in South Korea - Industry Overview

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Health trends and channel shifts are reshaping soft drinks

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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

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