



Asian Speciality Drinks in South Korea

November 2025

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Asian Speciality Drinks in South Korea - Category analysis

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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

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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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