



Euromonitor  
International

# Concentrates in South Korea

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## Concentrates in South Korea - Category analysis

### 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

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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

## CHANNELS

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### About Euromonitor International

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