



HW Soft Drinks in South Korea

January 2026

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2024 DEVELOPMENTS

Hybrid innovation accelerates as health-conscious choices go mainstream

INDUSTRY PERFORMANCE

Health-oriented hybrid beverages reshape soft drinks consumption

Natural positioning strengthens through bottled water leadership and sustainability

Good source of minerals gains relevance through health routines and hydration trends

WHAT'S NEXT

Functional innovation and clean reformulation drive future growth

Natural remains central to premiumisation and sustainability strategies

Good source of minerals benefits from premium hydration and lifestyle alignment

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Health and Wellness in South Korea - Industry Overview

EXECUTIVE SUMMARY

Health pleasure and functional everyday choices shape market momentum

INDUSTRY PERFORMANCE

Blood sugar control and weight awareness become mainstream dietary priorities

Functional nutrition and natural credibility support premiumisation

WHAT'S NEXT

Hybrid innovation and clean reformulation drive long-term growth

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