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# Beer in South Korea

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Domestic lager benefits from recent launches and changing habits
- Lotte Chilsung Beverages sees exceptional growth
- Convenience retailers continues its rising share of sales of beer

PROSPECTS AND OPPORTUNITIES

- Decline expected to be driven by health and economic factors
- The falling share of on-trade sales likely to impact companies
- Health likely to be a major theme in innovations moving forward

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- 2024 key trends
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- Retail developments
- On-trade vs off-trade split
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MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink-driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

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