



Euromonitor
International

Spirits in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Whiskies and shochu/soju continue to drive growth in spirits
Hite Jinro extends its lead due to its dominance of shochu/soju
Hypermarkets and convenience stores grow their shares of off-trade sales

PROSPECTS AND OPPORTUNITIES

Despite overall declining trend, on-trade channel set to maintain growth
Tax reduction set to provide opportunities for traditional spirits
Innovation likely in traditional spirits

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in South Korea - Industry Overview

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Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink-driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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