



Euromonitor  
International

# Concentrates in South Korea

December 2023

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## Concentrates in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Little overall movement, although sales remain higher than pre-pandemic

The first freeze-dried kombucha performs well, and others follow

Lipton Ice Tea innovates, but loses share to Teazen Kombucha

#### PROSPECTS AND OPPORTUNITIES

Apple cider vinegar and newer products likely to be in the spotlight

Opportunities remain which could be explored

Olive Young set to increase its share of distribution

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