



# Carbonates in South Korea

December 2023

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## Carbonates in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A switch from aspartame to stevia helps maintain dynamism for reduced sugar carbonates

The health trend expands the zero caffeine trend from coffee to cola carbonates

Producers offer functional products to attract health-seeking consumers

#### PROSPECTS AND OPPORTUNITIES

Allulose likely to increasingly be used in carbonates as a sugar substitute

Collaborations likely to generate consumer interest

Continued rise of brand variants and online-only products

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