

Carbonates in South Korea

November 2024

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Carbonates in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Proliferation of reduced sugar carbonates and their rising popularity

The booming popularity of tonic water

The rise of brand variants and online-only products

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Continued growth of zero calorie and zero sugar carbonates

Strengthening presence on e-commerce platforms will be key

Expanding consumer preference for convenient and functional products

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