



Euromonitor
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Drinking Milk Products in South Korea

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Emergence of A2 milk supports retail value of drinking milk products
- Prolonged inflation drives up demand for shelf stable milk and private label
- Falling volume sales of flavoured milk drinks in 2024

PROSPECTS AND OPPORTUNITIES

- New A2 milk products will emerge to satisfy consumers' health-related concerns
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DISCLAIMER

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