



# Energy Drinks in South Korea

December 2023

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## Energy Drinks in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Energy drinks are increasingly consumed for refreshment, not just function  
Cocktail and home drinking culture help drive growth for energy drinks  
Concerns about caffeine consumption amongst students lead to labelling changes

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Reduced sugar energy drinks set to dominate by 2028  
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