

Sports Drinks in South Korea

November 2024

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Sports Drinks in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The shift towards reduced sugar options Increasing competition from bottled water, dietary supplements, and caffeinated beverages Emerging consumer preference for natural and functional ingredients

PROSPECTS AND OPPORTUNITIES

Continued growth of the reduced sugar and wellness-oriented segments Intensified competition from RTD tea, protein drinks, and powder concentrates Opportunities in niche segments and customisation

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