

# 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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