



Euromonitor
International

HW Soft Drinks in South Korea

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

High consumer demand for natural products, especially bottled water and RTD tea

No sugar leads health and wellness soft drinks in 2023, and maintains dynamism due to new launches

Functional products rise in significance within soft drinks, especially good source of minerals, as consumers look to boost their metabolism

PROSPECTS AND OPPORTUNITIES

No caffeine to see further growth as the “zero” trend extends from no sugar

No sugar also set to see a promising performance in health and wellness soft drinks to 2028 due to health and weight concerns

Growth anticipated for organic soft drinks, driven by RTD tea

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

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Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in South Korea - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-soft-drinks-in-south-korea/report.