



# 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

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### 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

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