

Rtds in South Korea

June 2023

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Rtds in South Korea - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Total volume growth of RTDs slows due to waning consumer interest Independent Liquor Korea maintains its leadership

PROSPECTS AND OPPORTUNITIES

RTDs set for moderate growth in South Korea Popularity of cocktails such as Whiskey Highball offers potential opportunity

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Alcoholic Drinks in South Korea - Industry Overview

EXECUTIVE SUMMARY

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