



Euromonitor
International

Asian Speciality Drinks in South Korea

November 2025

Table of Contents

Asian Speciality Drinks in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

K-culture, zero sugar, and digital shifts drive modest growth

INDUSTRY PERFORMANCE

K-culture and zero sugar fuel modest growth in Asian speciality drinks

“Loconomy” trend drives innovation in Asian speciality drinks

WHAT'S NEXT?

Navigating low growth with innovations that appeal to younger consumers

Rice-based beverages could tap into health and wellness trends for growth

Healthy ageing and traditional tastes could spell success for Asian speciality drinks

COMPETITIVE LANDSCAPE

Lotte and Woongjin adapt to health trends in Asian specialty drinks

JungKwanJang leads growth in Asian specialty drinks due to health and heritage

CHANNELS

Hypermarkets remains key for sales of Asian specialty drinks due to accessibility

JungKwanJang's digital strategy amidst e-commerce boom and inflation

CATEGORY DATA

Table 1 - Off-trade Sales of Asian Speciality Drinks: Volume 2020-2025

Table 2 - Off-trade Sales of Asian Speciality Drinks: Value 2020-2025

Table 3 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2025-2030

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Soft Drinks in South Korea - Industry Overview

EXECUTIVE SUMMARY

Health trends and channel shifts are reshaping soft drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health trends drive polarisation amidst static volumes

Inflation fuels shift to private label and varied pack sizes

Health-conscious consumers fuel premiumisation in soft drinks

Soft drinks embraces cultural trends for growth in South Korea

WHAT'S NEXT?

Health awareness and regulation to reshape soft drinks in South Korea

Players will move towards premiumisation, eco-packaging, and digital channels

COMPETITIVE LANDSCAPE

Lotte Chilsung and Coca-Cola Drive Innovation and Health Trends

Character-led innovation drives dynamic growth for Paldo

CHANNELS

Convenience stores is an important distribution channel due to on-the-go appeal

Retail e-commerce platforms are driving efficiency and value in soft drinks

Foodservice sees steady but sluggish recovery towards pre-pandemic levels

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in South Korea

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SOURCES

Summary 1 - Research Sources

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