



Euromonitor
International

Concentrates in South Korea

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Concentrates in South Korea - Category analysis

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2025 DEVELOPMENTS

Navigating the shift to RTD products through innovation and e-commerce

INDUSTRY PERFORMANCE

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Liquid concentrates sees the better performance in 2025 thanks to apple cider vinegar beverages

WHAT'S NEXT?

Navigating decline with healthier variants and customisation

Players will continue to adapt as traditional kombucha faces challenges

Brands innovate traditional favourites for health-conscious Koreans

COMPETITIVE LANDSCAPE

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Teazen faces double-digit volume decline amidst shifting consumer preferences

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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

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Health awareness and regulation to reshape soft drinks in South Korea

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

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