

HW Soft Drinks in South Korea

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

High consumer demand for healthy hydration from natural bottled water and RTD tea

No sugar leads health and wellness soft drinks in 2022, and maintains dynamism due to new launches

Keto rises in significance within soft drinks as consumers look to boost their metabolism

PROSPECTS AND OPPORTUNITIES

Players likely to provide clear functions in RTD tea to compete with no sugar

No sugar also set to see the most promising performance in health and wellness soft drinks to 2027 due to health and weight concerns

Immune support growth anticipated, driven by new launches

CATEGORY DATA

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Health and Wellness in South Korea - Industry Overview

EXECUTIVE SUMMARY

Overview

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