

# Concentrates in South Korea

November 2022

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## Concentrates in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Ongoing declines for liquid concentrates due to waning demand for drinking vinegar options

Kombucha powder gains traction

Daesang Corp retains overall lead due to strength in liquid concentrates

#### PROSPECTS AND OPPORTUNITIES

Further declines expected over the forecast period

Home café recipes may attract younger generations

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