

Spirits in South Korea

June 2024

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Spirits in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Popularity of whiskies driven by search for new experiences amongst older Gen Z, and Millennials

Decline of local whiskies, and shift towards high-quality international whiskies

Rising trend towards premium soju in Korea: Mixology and celebrity influence

PROSPECTS AND OPPORTUNITIES

Stabilisation ahead for whiskies, maintaining a higher baseline of demand than before

Expansion of domestic whisky production, and possible regulation change

Exploring the potential for the “next whisky”

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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