

# Concentrates in South Korea

December 2023

Table of Contents

## Concentrates in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Little overall movement, although sales remain higher than pre-pandemic

The first freeze-dried kombucha performs well, and others follow

Lipton Ice Tea innovates, but loses share to Teazen Kombucha

#### PROSPECTS AND OPPORTUNITIES

Apple cider vinegar and newer products likely to be in the spotlight

Opportunities remain which could be explored

Olive Young set to increase its share of distribution

#### CATEGORY DATA

Concentrates conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 3 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

## Soft Drinks in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

### MARKET DATA

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 30 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 31 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 32 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 33 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 34 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 35 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 36 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 42 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 44 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 46 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in South Korea  
Trends

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## SOURCES

Summary 2 - Research Sources

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