

# Carbonates in South Korea

December 2023

Table of Contents

## Carbonates in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A switch from aspartame to stevia helps maintain dynamism for reduced sugar carbonates

The health trend expands the zero caffeine trend from coffee to cola carbonates

Producers offer functional products to attract health-seeking consumers

#### PROSPECTS AND OPPORTUNITIES

Allulose likely to increasingly be used in carbonates as a sugar substitute

Collaborations likely to generate consumer interest

Continued rise of brand variants and online-only products

#### CATEGORY DATA

Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 5 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 6 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 9 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 10 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 19 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 20 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume 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 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023  
 Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023  
 Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023  
 Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023  
 Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023  
 Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023  
 Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023  
 Table 35 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023  
 Table 36 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
 Table 37 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
 Table 38 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
 Table 39 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023  
 Table 40 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023  
 Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
 Table 42 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
 Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
 Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
 Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
 Table 46 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
 Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
 Table 48 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
 Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
 Table 50 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
 Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
 Table 52 - 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 1 - Research Sources

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