

Changing Drinking Culture in Northeast Asia: In the Eyes of Millennial Consumers

September 2020

Table of Contents

INTRODUCTION

Scope

Key findings

Healthy living and experiences: Megatrends impacting drinkers

Northeast Asia characterised by heavy drinking

Drinking is a key element in business

CHANGING DRINKING CULTURE IN NORTHEAST ASIA

Rise of “mindful” drinking

Millennials: drinking culture is not what it used to be

Millennials: generational shift shapes the alcoholic drinks industry

Millennials: shifting towards moderation

Changes in drinking culture driven by new workplace models

Japan: drinking cultural reform for an improved work-life balance

South Korea: impact of labour law on alcoholic drinks industry

CASE STUDIES: LOW ABV DRINKS

Lower ABV as health-conscious consumers' choice

Milder whisky that retains the character of a Scotch whisky

Moderation with 1970s retro packaging

Wine joins the lower alcohol movement

A premium beer with lower ABV

Traditional liquor learning to adapt

CASE STUDIES: FRUITIER THAN EVER

Sweet spot for millennials

Premium RTDs with refreshing flavours

Fruiter than ever: high fruit juice content RTD

Soju expanding the market with sweeter flavours

Fruit flavoured whisky targeting millennials

CASE STUDIES: NEW WAYS TO ENJOY

Developing new ways of drinking

Traditional baijiu embraces the young vibe

Delivering a powerful message

18 days shelf life: beer as fresh as milk

Retro touch for RTDs

New ways to drink: recipes shared by influencers

CONCLUSIONS

Outlook 2023: easy drinking RTDs to see the fastest growth

Innovation: lower ABV, flavours, fashionable packaging

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/changing-drinking-culture-in-northeast-asia-in-the-eyes-of-millennial-consumers/report.