

# Rtds in South Korea

June 2024

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## Rtds in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rise of spirit-based RTDs and shifting consumer preference  
Highballs are replacing traditional beer and soju mixes amongst some consumers  
Diversification of spirit-based RTDs, but wine-based RTDs faces more of a challenge

#### PROSPECTS AND OPPORTUNITIES

The stabilisation and future of whisky-based RTDs  
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