



Euromonitor
International

Rtds in South Korea

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirit-based RTDs drives sales and growth due to popularity of highballs
Brewguru Co Ltd sees exceptional growth to become the dominant company
Popularity of off-trade consumption reduces share of on-trade sales

PROSPECTS AND OPPORTUNITIES

Convenience and flavour likely to be key factors driving growth for RTDs
Transparent packaging set to gain traction, as it makes RTDs highly Instagrammable
Clearer categorisation of RTDs will help consumers make more informed choices

CATEGORY DATA

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Alcoholic Drinks in South Korea - Industry Overview

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Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink-driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free
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DISCLAIMER

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