

# Alcoholic Drinks in South Korea

June 2024

**Table of Contents** 

### Alcoholic Drinks in South Korea

### **EXECUTIVE SUMMARY**

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing 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

Summary 1 - Number of On-trade Establishments by Type 2017-2023

### TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2024

# OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

# KEY NEW PRODUCT LAUNCHES

Outlook

# MARKET INDICATORS

Table 1 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

### MARKET DATA

- Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
- Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023
- Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
- Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
- Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
- Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
- Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
- Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
- Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
- Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
- Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
- Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
- Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
- Table 15 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
- Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

# DISCLAIMER

### SOURCES

## Beer in South Korea

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Strategies for recovery in beer amidst on-trade volume challenges

The decline of craft and imported beers amidst rapidly changing consumer preferences

Rise of Asahi and fall of Tsingtao in imported beer

## PROSPECTS AND OPPORTUNITIES

Recovery and resurgence of on-trade volumes in high-density areas Blurring the lines between non alcoholic beer and soft drinks Packaging innovation and marketing

### CATEGORY BACKGROUND

Lager price band methodology

Summary 4 - Lager by Price Band 2023

Table 17 - Number of Breweries 2018-2023

### **CATEGORY DATA**

Table 18 - Sales of Beer by Category: Total Volume 2018-2023

Table 19 - Sales of Beer by Category: Total Value 2018-2023

Table 20 - Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 21 - Sales of Beer by Category: % Total Value Growth 2018-2023

Table 22 - Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 23 - Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 24 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 25 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 26 - Sales of Beer by Craft vs Standard 2018-2023

Table 27 - GBO Company Shares of Beer: % Total Volume 2019-2023

Table 28 - NBO Company Shares of Beer: % Total Volume 2019-2023

Table 29 - LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 30 - Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 31 - Forecast Sales of Beer by Category: Total Value 2023-2028

Table 32 - Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 33 - Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

# Rtds in South Korea

# 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 Continuous development of non-whisky highballs Untapped potential in RTDs

# **CATEGORY DATA**

Table 34 - Sales of RTDs by Category: Total Volume 2018-2023

- Table 35 Sales of RTDs by Category: Total Value 2018-2023
- Table 36 Sales of RTDs by Category: % Total Volume Growth 2018-2023
- Table 37 Sales of RTDs by Category: % Total Value Growth 2018-2023
- Table 38 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023
- Table 39 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023
- Table 40 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023
- Table 41 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023
- Table 42 GBO Company Shares of RTDs: % Total Volume 2019-2023
- Table 43 NBO Company Shares of RTDs: % Total Volume 2019-2023
- Table 44 LBN Brand Shares of RTDs: % Total Volume 2020-2023
- Table 45 Forecast Sales of RTDs by Category: Total Volume 2023-2028
- Table 46 Forecast Sales of RTDs by Category: Total Value 2023-2028
- Table 47 Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028
- Table 48 Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

# Spirits in South Korea

## **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Popularity of whiskies driven by search for new experiences amongst older Gen Z, and Millennials Decline of local whiskies, and shift towards high-quality international whiskies

Rising trend towards premium soju in Korea: Mixology and celebrity influence

### PROSPECTS AND OPPORTUNITIES

Stabilisation ahead for whiskies, maintaining a higher baseline of demand than before Expansion of domestic whisky production, and possible regulation change Exploring the potential for the "next whisky"

# CATEGORY BACKGROUND

Summary 5 - Benchmark Brands 2023

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

# CATEGORY DATA

- Table 49 Sales of Spirits by Category: Total Volume 2018-2023
- Table 50 Sales of Spirits by Category: Total Value 2018-2023
- Table 51 Sales of Spirits by Category: % Total Volume Growth 2018-2023
- Table 52 Sales of Spirits by Category: % Total Value Growth 2018-2023
- Table 53 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023
- Table 54 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023
- Table 55 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023
- Table 56 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023
- Table 57 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023
- Table 58 Sales of White Rum by Price Platform: % Total Volume 2018-2023
- Table 59 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023
- Table 60 Sales of English Gin by Price Platform: % Total Volume 2018-2023
- Table 61 Sales of Vodka by Price Platform: % Total Volume 2018-2023
- Table 62 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023
- Table 63 GBO Company Shares of Spirits: % Total Volume 2019-2023
- Table 64 NBO Company Shares of Spirits: % Total Volume 2019-2023
- Table 65 LBN Brand Shares of Spirits: % Total Volume 2020-2023
- Table 66 Forecast Sales of Spirits by Category: Total Volume 2023-2028
- Table 67 Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 68 - Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 69 - Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

### Wine in South Korea

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Shifting tastes lead to waning sales of wine

Traditional preferences, and the resurgence of cheongju

The dynamic growth of new makgeolli brands

### PROSPECTS AND OPPORTUNITIES

Strategic recovery in the on-trade, and innovative wine offerings

Continued popularity of and demand for traditional liquors

# **CATEGORY DATA**

Table 70 - Sales of Wine by Category: Total Volume 2018-2023

Table 71 - Sales of Wine by Category: Total Value 2018-2023

Table 72 - Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 73 - Sales of Wine by Category: % Total Value Growth 2018-2023

Table 74 - Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 75 - Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 76 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 77 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 78 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 79 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2018-2023

Table 80 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 81 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 82 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 83 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 84 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 85 - GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 86 - NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 87 - LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 88 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 89 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 90 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 91 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 92 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 93 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 94 - GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 95 - NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 96 - LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 97 - Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 98 - Forecast Sales of Wine by Category: Total Value 2023-2028

Table 99 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 100 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

# 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/alcoholic-drinks-in-south-korea/report.