



Sports Drinks in South Korea

December 2023

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Sports Drinks in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Greater interest in healthier lifestyles and sport drives sales of sports drinks
Little move seen towards zero sugar, as this contradicts sports drinks' main function
Lotte Chilsung Beverage moves into the stop spot, toppling Coca-Cola

PROSPECTS AND OPPORTUNITIES

Solid growth set to continue as temperatures and healthy lifestyles rise
Despite innovation, most consumers still likely to prefer regular sports drinks
Shifts in advertising strategy expected to continue

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