



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

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Alcoholic Drinks in South Korea - Industry Overview

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DISCLAIMER

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