

Spirits in South Korea

June 2023

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Spirits in South Korea - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Overall demand for soju remains stagnant
Strong recovery for whiskies
Hite Jinro retains dominance of spirits in 2022

PROSPECTS AND OPPORTUNITIES

High ABV spirits will struggle to avoid declining demand
Zero-sugar trend targeting health-conscious drinkers
Premiumisation trend could benefit distilled soju

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