



Euromonitor
International

Energy Drinks in South Korea

November 2025

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Energy Drinks in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Diversification of consumers, channels, and offerings in energy drinks

INDUSTRY PERFORMANCE

Energy drinks adapts to broader appeal and diverse consumption occasions

Reduced sugar energy drinks reshapes consumption but regular still dominates

WHAT'S NEXT?

Health consciousness will continue to reshape energy drinks in South Korea

Affordability and authenticity will be important, as seen from the success of Eolbaksa

Diversifying energy drinks to cater to consumers' evolving lifestyles

COMPETITIVE LANDSCAPE

Leading brands are shaping energy drinks through innovation and diversification

Lotte Chilsung innovates with Hot 6 The Pro, blending energy and protein

CHANNELS

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Health trends and channel shifts are reshaping soft drinks

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Health trends drive polarisation amidst static volumes

Inflation fuels shift to private label and varied pack sizes

Health-conscious consumers fuel premiumisation in soft drinks

Soft drinks embraces cultural trends for growth in South Korea

WHAT'S NEXT?

Health awareness and regulation to reshape soft drinks in South Korea

Players will move towards premiumisation, eco-packaging, and digital channels

COMPETITIVE LANDSCAPE

Lotte Chilsung and Coca-Cola Drive Innovation and Health Trends

Character-led innovation drives dynamic growth for Paldo

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