



Juice in South Korea

November 2025

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Juice in South Korea - Category analysis

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2025 DEVELOPMENTS

Health trend and demographic shifts reshape juice in Korea

INDUSTRY PERFORMANCE

Juice faces headwinds as consumers move away from sugar in all forms

Natural nutrients and vegetable juices cushion decline in juice

WHAT'S NEXT?

More players in juice expected to navigate decline with functional innovation

Kim's Club watermelon juice redefines freshness and convenience in juice in Korea

A debate is brewing over sweeteners in zero sugar children's juices in South Korea

COMPETITIVE LANDSCAPE

Lotte Chilsung innovates with low sugar juices for health-conscious consumers

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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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