



Euromonitor
International

Sports Drinks in South Korea

November 2025

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Sports Drinks in South Korea - Category analysis

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Growth for sports drinks due to fitness trends and heatwaves

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The challenge of balancing functionality and health in sports drinks

WHAT'S NEXT?

Tapping new demographics in sports drinks likely to contribute to growth

Blurring of categories, but innovation and collaborations set to drive growth

The rise of sugar-free and natural formulations in sports 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

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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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