

Voluntary Report – Voluntary - Public Distribution

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Report Name: Beer Market Brief

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Report Highlights:

The Republic of Korea's (ROK) imports of beer have gradually stabilized, and the United States increased exports of beer to Korea in 2024, reaching \$23 million, up 35% from \$17 million in 2023. The United States is the third largest supplier of beer to Korea.

Summary

Beer is the most consumed alcoholic beverage in the Republic of Korea (ROK), measured by bottles. The market continues to diversify, with an increasing variety of products aligned with evolving Korean consumer preferences—such as low-calorie options and American craft beers known for their distinctive flavor profiles. Domestic beer accounts for over 80% of the total beer market, creating strong competition for imported products. As the ROK's imports of beer have gradually stabilized, totaling \$205 million, the United States has seen a steady increase in its market share, reaching \$23 million in 2024. As of 2024, the United States is the third largest supplier of beer, following Japan and the Netherlands.

A more comprehensive overview of the beer market can be found in the attached report.

Attachments:

[Korea Beer Market Brief 2025.pdf](#)