



Euromonitor
International

Other Hot Drinks in South Korea

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Other Hot Drinks in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks faces challenges from declining birth rate and health trend

INDUSTRY PERFORMANCE

Health trend hampers growth and prompts a shift to lower sugar products

Challenge from rising cocoa prices

WHAT'S NEXT?

Value and volume declines anticipated due to the falling birth rate and changing consumer behaviour

An increasing number of low sugar launches anticipated

Opportunities by offering functional non-chocolate-based flavoured powder drinks

COMPETITIVE LANDSCAPE

Jetty and Mite from Dongsuh Foods remain staples for young children

Smaller players take share from the leaders

CHANNELS

Offline retail channels supermarkets and hypermarkets together dominate

Retail e-commerce continues its steady rise, and this is set to continue

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Hot Drinks in South Korea - Industry Overview

EXECUTIVE SUMMARY

Tea outperforms, as consumers look for small indulgences and healthy options

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Retail value growth, but volumes decline, and performances vary widely

The search for wellness in a chaotic world

Companies increasingly aim to offer affordable sustainability in hot drinks

Players use different strategies to address high prices and frustrated consumers

WHAT'S NEXT?

Convenient, healthy and sustainable products expected to drive growth

Companies expected to innovate to meet changing consumer demands

Moving forward, digital engagement will be critical for growth

COMPETITIVE LANDSCAPE

Dongsuh's wide portfolio and brand loyalty contribute to its continued lead
Nestlé performs well, especially in fresh ground coffee pods, but changes are ahead

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Offline retail maintains its distribution dominance, although its share falls
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