



Euromonitor
International

Tea in South Korea

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- The rise of “healthy pleasure” and its limited impact on tea
- Demand for functional teas is gaining momentum
- Expanding the reach of premium tea offerings

PROSPECTS AND OPPORTUNITIES

- Possible rise of personalised tea experiences
- Capitalising on the popularity of functional tea
- Integrating tea into the broader wellness ecosystem

CATEGORY DATA

- Table 1 - Retail Sales of Tea by Category: Volume 2019-2024
- Table 2 - Retail Sales of Tea by Category: Value 2019-2024
- Table 3 - Retail Sales of Tea by Category: % Volume Growth 2019-2024
- Table 4 - Retail Sales of Tea by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Tea: % Retail Value 2020-2024
- Table 6 - LBN Brand Shares of Tea: % Retail Value 2021-2024
- Table 7 - Forecast Retail Sales of Tea by Category: Volume 2024-2029
- Table 8 - Forecast Retail Sales of Tea by Category: Value 2024-2029
- Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029
- Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

Hot Drinks in South Korea - Industry Overview

EXECUTIVE SUMMARY

- Hot drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for hot drinks?

MARKET DATA

- Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 13 - Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 14 - Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
- Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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