

RTD Coffee in South Korea

November 2025

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RTD Coffee in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee adapts to new consumer demands and dynamics

INDUSTRY PERFORMANCE

RTD coffee faces decline amidst category fatigue and rising costs

RTD coffee brands adapt to consumer demand in South Korea

WHAT'S NEXT?

Despite forecast volume decline, premiumisation and decaffeination may offer hope More players will adapt to MZ generation's demand for health and design More players in RTD coffee likely to embrace sustainable innovation

COMPETITIVE LANDSCAPE

Lotte leads RTD coffee amidst fierce competition for MZ consumers

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Convenience stores elevate quality and choice in RTD coffee in South Korea E-commerce is key for innovation and brand building in RTD coffee

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Soft Drinks in South Korea - Industry Overview

EXECUTIVE SUMMARY

Health trends and channel shifts are reshaping soft drinks

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INDUSTRY PERFORMANCE

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

CHANNELS

Convenience stores is an important distribution channel due to on-the-go appeal

Retail e-commerce platforms are driving efficiency and value in soft drinks

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