



Euromonitor  
International

# RTD Coffee in South Korea

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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

How major franchised coffee brands are reshaping RTD coffee in South Korea

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Health trends and channel shifts are reshaping soft drinks

### KEY DATA FINDINGS

#### 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

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Lotte Chilsung and Coca-Cola Drive Innovation and Health Trends

Character-led innovation drives dynamic growth for Paldo

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#### About Euromonitor International

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