



RTD Tea in South Korea

November 2025

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RTD Tea in South Korea - Category analysis

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2025 DEVELOPMENTS

Health and wellness trends and differentiation shape RTD tea in South Korea

INDUSTRY PERFORMANCE

RTD tea gains momentum as a wellness-driven beverage choice in South Korea

Functional RTD teas reshape South Korea's soft drinks landscape

WHAT'S NEXT?

Steady growth to be driven by innovation and health trends

RTD tea brands to capitalise on different tea bases and the wellness trend

Differentiation will be key to success in RTD tea in South Korea

COMPETITIVE LANDSCAPE

Lotte Chilsung maintains its lead, but Dongwon benefits from aggressive promotion

Oi Ocha attracts younger consumers by incorporating matcha-based variants

CHANNELS

Convenience stores reigns supreme in RTD tea distribution

Online retail reshapes RTD tea distribution and innovation in South Korea

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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

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