



HW Hot Drinks in South Korea

January 2026

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HW Hot Drinks in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Zero-sugar innovation and caffeine moderation reshape hot drinks

INDUSTRY PERFORMANCE

Sugar reduction, caffeine moderation and premium tea drive category evolution

Fat-free formulations support healthy indulgence

Zero-sugar hot drinks accelerate mass-market adoption

WHAT'S NEXT

Functional reformulation and premiumisation drive future growth

Fat-free positioning remains relevant but incremental

No-sugar innovation remains a key competitive battleground

CATEGORY DATA

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Health and Wellness in South Korea - Industry Overview

EXECUTIVE SUMMARY

Health pleasure and functional everyday choices shape market momentum

INDUSTRY PERFORMANCE

Blood sugar control and weight awareness become mainstream dietary priorities

Functional nutrition and natural credibility support premiumisation

WHAT'S NEXT

Hybrid innovation and clean reformulation drive long-term growth

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