Euromonitor International

Other Hot Drinks in South Korea

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Other Hot Drinks in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks faces challenges from declining birth rate and health trend

INDUSTRY PERFORMANCE

Health trend hampers growth and prompts a shift to lower sugar products
Challenge from rising cocoa prices

WHAT'S NEXT?

Value and volume declines anticipated due to the falling birth rate and changing consumer behaviour
An increasing number of low sugar launches anticipated
Opportunities by offering functional non-chocolate-based flavoured powder drinks

COMPETITIVE LANDSCAPE

Jetty and Mite from Dongsuh Foods remain staples for young children
Smaller players take share from the leaders

CHANNELS

Offline retail channels supermarkets and hypermarkets together dominate
Retail e-commerce continues its steady rise, and this is set to continue

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Hot Drinks in South Korea - Industry Overview

EXECUTIVE SUMMARY

Tea outperforms, as consumers look for small indulgences and healthy options

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Retail value growth, but volumes decline, and performances vary widely
The search for wellness in a chaotic world
Companies increasingly aim to offer affordable sustainability in hot drinks
Players use different strategies to address high prices and frustrated consumers

WHAT'S NEXT?

Convenient, healthy and sustainable products expected to drive growth
Companies expected to innovate to meet changing consumer demands
Moving forward, digital engagement will be critical for growth

COMPETITIVE LANDSCAPE

Dongsuh’s wide portfolio and brand loyalty contribute to its continued lead
Nestlé performs well, especially in fresh ground coffee pods, but changes are ahead

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Offline retail maintains its distribution dominance, although its share falls
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-hot-drinks-in-south-korea/report.