



Euromonitor
International

Tea in South Korea

November 2025

Table of Contents

Tea in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Exceptional growth is driven by green tea, with its dynamism set to be maintained

INDUSTRY PERFORMANCE

Interest in health and wellness drives dynamism for tea, especially in retail

Green tea sees exceptional growth thanks to its image, health benefits and versatility

WHAT'S NEXT?

As tea is increasingly becoming a lifestyle trend, dynamism is expected to continue

Functional tea could be a growth opportunity

More companies are expected to move towards sustainable practices

COMPETITIVE LANDSCAPE

Osulloc addresses its declining share with a focus on matcha

Dongsuh Foods adapts to consumer trends with clarity and convenience

CHANNELS

Retail e-commerce sees the most dynamic sales increase and becomes dominant

Warehouse clubs sees share growth due to competitive prices

CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2020-2025

Table 2 - Retail Sales of Tea by Category: Value 2020-2025

Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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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

CHANNELS

Offline retail maintains its distribution dominance, although its share falls
Retail e-commerce sees a rising share, and even overtakes offline retail in tea
The rising share of foodservice volume sales continues

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025
Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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