



RTD Coffee in South Korea

November 2025

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RTD Coffee in South Korea - Category analysis

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RTD coffee brands adapt to consumer demand in South Korea

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More players will adapt to MZ generation's demand for health and design

More players in RTD coffee likely to embrace sustainable innovation

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Soft Drinks in South Korea - Industry Overview

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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

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