



Euromonitor  
International

# HW Hot Drinks in South Korea

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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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