

Tea in South Korea

Market Direction | 2022-11-15 | 22 pages | Euromonitor

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Report description:

Concerns over healthier lifestyles in South Korea have continued in 2022, which has encouraged consumers to continue to look for non-caffeinated tea as an efficient way to provide hydration. This is expected to lead to growing sales of caffeine-free fruit/herbal tea and grain teas such as barley tea. Due to the successful positioning of herbal/fruit teas and grain teas as light and healthy drinks, they have become perceived as a perfect alternative to water.

Euromonitor International's Tea in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tea market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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