

## **Cafes/Bars in South Korea**

Market Direction | 2023-02-23 | 29 pages | Euromonitor

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### **Report description:**

In 2022, cafes/bars adjusted the prices of their menus due to inflation, as the prices of raw materials essential for cafes, such as coffee beans, milk, and other products, increased. In addition, labour costs and store rents increased by a huge amount, which all led to increases in prices. For instance, Starbucks increased its prices in 2022, for the first time in eight years. It raised the prices of the majority of its menu items by a single-digit percentage, from KRW100-400 in actual terms, w...

Euromonitor International's Cafes/Bars in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

### **Why buy this report?**

- \* Get a detailed picture of the Cafes/Bars 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.

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reliable information resources to help drive informed strategic planning.

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