

South Korea Ready-To-Drink Coffee Market Report and Forecast 2024-2032

Market Report | 2023-11-17 | 144 pages | EMR Inc.

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Report description:

South Korea Ready-To-Drink Coffee Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the South Korea ready-to-drink coffee market is projected to grow at a CAGR of 5.9% between 2024 and 2032. Aided by the nation's bustling urban lifestyle, evolving consumer preferences, and innovative advancements in beverage formulations and packaging, the market is expected to grow significantly by 2032.

RTD coffee, a sector within the broader RTD beverages market, is designed to cater to the fast-paced, convenience-seeking modern consumer. In South Korea, where coffee culture is deeply ingrained and rapidly evolving, these beverages have found a substantial market niche, offering both traditional and innovative flavours to a discerning clientele.

The rising urbanisation and the accompanying hectic lifestyles of South Koreans play a pivotal role in propelling the South Korea ready-to-drink coffee market demand. The convenience of grabbing a refreshing, flavourful coffee drink without waiting in queues or brewing it oneself is a luxury many South Koreans are increasingly inclined towards.

Furthermore, health consciousness has penetrated the RTD coffee market as well. Brands are diligently working to reduce sugar content, introduce organic variants, and incorporate functional ingredients like vitamins and antioxidants. This alignment with health trends has opened new avenues for the South Korea ready-to-drink coffee market growth, making RTD coffee not just a source of caffeine but also a health-enhancing beverage.

A major driving force behind the impressive market performance is the innovative marketing and branding strategies employed by leading RTD coffee brands in South Korea. Leveraging celebrity endorsements, social media campaigns, and immersive in-store experiences, these brands have solidified their presence in the minds and lives of South Korean consumers, further contributing value to the South Korea ready-to-drink coffee market size.

Additionally, the packaging revolution, with its emphasis on sustainability, portability, and design, has further boosted the market. South Korean brands are introducing eco-friendly packages, unique bottle shapes, and interactive labels, ensuring their products stand out on the shelves and resonate with the eco-conscious, aesthetics-appreciating consumers.

As per the South Korea ready-to-drink coffee market analysis, South Korea's youth has emerged as a significant consumer segment. Their experimental palate, combined with a desire for both international and local coffee flavours, has led to the introduction of diverse RTD coffee variants. These range from the classic Americano to unique concoctions infused with traditional

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Korean ingredients.

Market Segmentation □

The market can be divided based on packaging and distribution channel.

Market Breakup by Packaging

-□Bottles

-□Cans

-□Other

Market Breakup by Distribution Channel

-□Supermarkets and Hypermarkets

-□Convenience Store

-□Speciality Stores

-□Online Stores

-□Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the South Korea ready-to-drink coffee market. Some of the major players explored in the report by Expert Market Research are as follows:

-□Nestle SA

-□Dongsuh Companies Inc.

-□Lotte Chilsung Beverage Co.,Ltd

-□Namyang Dairy Products CO., LTD

-□Maeil Co.Ltd

-□Others

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