

## **Other Hot Drinks in South Korea**

Market Direction | 2023-12-05 | 21 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Although expected to see another year of retail current value decline in 2023, chocolate-based flavoured powder drinks continues to dominate other hot drinks. These are seasonal beverages, and as a product with limited diversification in taste, marketing communication plays a crucial role for brands. Since 2003, advertising for Dongsuh Foods's Mite hot chocolate has been representative, spanning 15 years, and it is known for its winter campaign. There is discussion about and expectations of what...

Euromonitor International's Other Hot Drinks 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Other Hot Drinks 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Other Hot Drinks in South Korea  
Euromonitor International  
December 2023

### List Of Contents And Tables

#### OTHER HOT DRINKS IN SOUTH KOREA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Mite is known for its winter advertising campaign

Health trend evident in chocolate-based flavoured powder drinks

Dongsuh Foods retains its lead in 2022

##### PROSPECTS AND OPPORTUNITIES

Chocolate-based flavoured powder drinks set to drag down the overall performance

Advertising and marketing collaborations will remain important in other hot drinks

Flavour innovation will be important to maintain sales

##### CATEGORY DATA

Table 1 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 2 Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 3 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 4 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 6 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 7 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 8 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 9 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

Table 10 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

#### HOT DRINKS IN SOUTH KOREA

##### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

##### MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 13 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 14 Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 20 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21 ☐NBO Company Shares of Hot Drinks: % Retail Value 2019-2023  
Table 22 ☐LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023  
Table 23 ☐Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023  
Table 24 ☐Retail Distribution of Hot Drinks by Format: % Volume 2018-2023  
Table 25 ☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2023  
Table 26 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028  
Table 27 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028  
Table 28 ☐Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028  
Table 29 ☐Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028  
Table 30 ☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028  
Table 31 ☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028  
Table 32 ☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028  
Table 33 ☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028  
Table 34 ☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028  
Table 35 ☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Other Hot Drinks in South Korea

Market Direction | 2023-12-05 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com