

## **HW Hot Drinks in South Korea**

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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### **Report description:**

In 2022, health and wellness hot drinks in Korea saw a trend towards consumers looking to reduce potentially harmful ingredients, rather than adding extra benefits. This led to growing consumer demand for better for you products, such as low/no sugar and no caffeine options. For example, more instant coffee manufacturers launched no sugar instant coffee mix to appeal to health-conscious consumers. Instead, artificial sweeteners such as stevia replaced the sugar to maintain its sweet flavour. No...

Euromonitor International's HW Hot Drinks in South Korea report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW 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.

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reliable information resources to help drive informed strategic planning.

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Health and wellness hot drinks leans into low/no sugar and no caffeine

No fat holds first place within health and wellness hot drinks in 2022

No salt hot drinks rise as consumers and the government try to reduce salt intake

#### **PROSPECTS AND OPPORTUNITIES**

Permissible indulgence trend benefits health and wellness hot drinks

As overprocessing is a consumer concern, natural is set to see the strongest absolute growth over the forecast period

Desire to boost metabolism set to lead to raised interest in superfruit hot drinks

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Overview

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