

## **RTD Coffee in South Korea**

Market Direction | 2023-12-14 | 29 pages | Euromonitor

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### **Report description:**

The era of the "3 Highs" - high-interest rates, high inflation, and high oil prices - led to the rise of RTD (ready-to-drink) coffee as a popular alternative to expensive coffee shops. This trend prompted both traditional coffee beverage companies such as Dong Suh and Lotte Chilsung, and coffee shop franchises such as Twosome Place, Paul Bassett, and Pascucci, to enter RTD coffee. However, RTD coffee is characterised by a lack of loyal customers, and is highly influenced by promotions and discou...

Euromonitor International's RTD Coffee 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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

Why buy this report?

- \* Get a detailed picture of the RTD Coffee 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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