

Hot Drinks Packaging in South Korea

Market Direction | 2024-04-19 | 7 pages | Euromonitor

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Report description:

While instant coffee continued to decline, the desire for better-quality coffee is helping to continue to drive sales of fresh ground coffee pods, which are therefore becoming an increasing area of focus for coffee companies. Even after coffee pods saw extremely dynamic during the pandemic (2020 and 2021), they have continued to see increasing packaging unit volumes in the last two years as well (2022 and 2023). With the entry of companies such as Twosome Place and Paul Bassett, this is intensif...

Euromonitor International's Hot Drinks Packaging in South Korea report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Coffee, Other Hot Drinks, 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 Hot Drinks Packaging 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Coffee pods continue to see strong growth

Growth in fruit/herbal tea continues to offset declining green tea sales

Nestle focuses on recycling initiative for coffee pods

PROSPECTS AND OPPORTUNITIES

Home cafe trend will maintain fresh coffee packaging volumes at high levels

Environmentally-friendly packaging will continue to gain in importance

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