

# RTD Tea in South Korea

December 2023

Table of Contents

## RTD Tea in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Carbonated RTD tea and Kombucha maintains its strong growth  
Growth in the premium segment as consumers explore various options  
Barley tea benefits from offering hydration

#### PROSPECTS AND OPPORTUNITIES

Continued growth, especially for RTD tea and kombucha  
Product innovation likely to attract younger consumers in particular  
Barley tea will need to differentiate, and this could be in terms of packaging

#### CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023  
Table 2 - Off-trade Sales of RTD Tea by Category: Value 2018-2023  
Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023  
Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023  
Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023  
Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023  
Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023  
Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023  
Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023  
Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028  
Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028  
Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028  
Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

## Soft Drinks in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for soft drinks?

### MARKET DATA

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023  
Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023  
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023  
Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023  
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023  
Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023  
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023  
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023  
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023  
Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023  
Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023  
Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023  
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023  
Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 28 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023  
Table 29 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 30 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 31 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 32 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023  
Table 33 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023  
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 35 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 41 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 43 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
Table 45 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in South Korea

Trends

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## SOURCES

Summary 1 - Research Sources

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