

HW Hot Drinks in South Korea

November 2023

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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

CATEGORY DATA

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[Health and Wellness in South Korea - Industry Overview](#)

EXECUTIVE SUMMARY

Overview

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