



RTD Tea in South Korea

December 2023

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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

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