



# HW Hot Drinks in South Korea

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

No sugar accounts for the highest sales within health and wellness hot drinks in 2023

No caffeine maintains high sales, but growth performances vary across categories

Keto hot drinks sees the fastest growth in health and wellness hot drinks

### PROSPECTS AND OPPORTUNITIES

No sugar and no caffeine expected to remain popular in hot drinks in the forecast period

Vegetarian set to see one of the strongest growth rates over the forecast period

Good source of antioxidants hot drinks will be one to watch

### CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

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Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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