

South Korea Tea Market Report by Product Type (Green Tea, Black Tea, Oolong Tea, and Others), Packaging (Plastic Containers, Loose Tea, Paper Boards, Aluminium Tin, Tea Bags, and Others), Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Convenience Stores, Online, and Others), Application (Residential, Commercial), and Region 2026-2034

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Abstracts

South Korea tea market size reached USD 510.1 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 737.5 Million by 2034, exhibiting a growth rate (CAGR) of 3.97% during 2026-2034 . The increasing shifts in consumer preferences towards natural and organic products, which have led to an increased demand for specialty and premium teas, are driving the market.

Tea, a beverage steeped in rich tradition and cultural significance, has transcended its origins to become a cherished elixir. Derived from the leaves of the *Camellia sinensis* plant, tea comes in various forms, each boasting unique flavors, aromas, and health benefits. Beyond its enticing taste, tea has woven itself into the fabric of societies, symbolizing hospitality, meditation, and social connection. The elaborate tea ceremonies exemplify the ritualistic appreciation for this ancient beverage, while the afternoon tea tradition reflects a refined and leisurely approach. Today, tea transcends cultural boundaries, uniting people over shared moments of respite and reflection. As a source of comfort, wellness, and cultural expression, tea continues to captivate the senses and enrich lives in many regions.

SOUTH KOREA TEA MARKET TRENDS:

The tea market in South Korea is driven by several key factors, which collectively contribute to its dynamic growth and sustained popularity. Firstly, the regional trend towards healthier lifestyles has propelled the demand for tea, known for its various health benefits. Additionally, the rising awareness of the diverse range of tea flavors and types has expanded consumer preferences, fostering innovation and product development within the industry. Furthermore, the surge in online retail platforms has facilitated easy access to a myriad of tea options for consumers, thereby enhancing market penetration. The interconnected nature of the economy has also enabled the exchange of traditional tea varieties across regions, contributing to a rich tapestry of choices for consumers in South Korea. Moreover, the growing importance of sustainability and ethical sourcing practices has spurred the demand for organic and fair-trade teas, steering the market towards more socially responsible avenues. In tandem with these factors, the evolving tea culture, marked by the emergence of specialty tea cafes and the integration of tea into various culinary experiences, is also expected to drive the tea market in South Korea during the forecast period.

SOUTH KOREA TEA MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on product type, packaging, distribution channel, and application.

Product Type Insights:

Green Tea

Black Tea

Oolong Tea

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes black tea, green tea, oolong tea, and others.

Packaging Insights:

Plastic Containers

Loose Tea

Paper Boards

Aluminium Tin

Tea Bags

Others

A detailed breakup and analysis of the market based on the packaging have also been provided in the report. This includes plastic containers, loose tea, paper boards, aluminium tin, tea bags, and others.

Distribution Channel Insights:

Supermarkets/Hypermarkets

Specialty Stores

Convenience Stores

Online

Others

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets/hypermarkets, specialty stores, convenience stores, online, and others.

Application Insights:

Residential

Commercial

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes residential and commercial.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Frequently Asked Questions About the South Korea Tea Market Report

- 1.What is the current size of the South Korea tea market?
- 2.What is the expected growth rate of the South Korea tea market during 2026-2034?
- 3.What factors are driving the growth of the South Korea tea market?
- 4.Which segments are covered in the South Korea tea market report?
- 5.What trends are shaping the future of the South Korea tea market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 SOUTH KOREA TEA MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA TEA MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 SOUTH KOREA TEA MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Green Tea
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Black Tea
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Oolong Tea

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Others

6.4.1 Historical and Current Market Trends (2020-2025)

6.4.2 Market Forecast (2026-2034)

7 SOUTH KOREA TEA MARKET - BREAKUP BY PACKAGING

7.1 Plastic Containers

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Loose Tea

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Paper Boards

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Aluminium Tin

7.4.1 Overview

7.4.2 Historical and Current Market Trends (2020-2025)

7.4.3 Market Forecast (2026-2034)

7.5 Tea Bags

7.5.1 Overview

7.5.2 Historical and Current Market Trends (2020-2025)

7.5.3 Market Forecast (2026-2034)

7.6 Others

7.6.1 Historical and Current Market Trends (2020-2025)

7.6.2 Market Forecast (2026-2034)

8 SOUTH KOREA TEA MARKET - BREAKUP BY DISTRIBUTION CHANNEL

8.1 Supermarkets/Hypermarkets

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Specialty Stores

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Convenience Stores

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

8.4 Online

8.4.1 Overview

8.4.2 Historical and Current Market Trends (2020-2025)

8.4.3 Market Forecast (2026-2034)

8.5 Others

8.5.1 Historical and Current Market Trends (2020-2025)

8.5.2 Market Forecast (2026-2034)

9 SOUTH KOREA TEA MARKET - BREAKUP BY APPLICATION

9.1 Residential

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Commercial

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

10 SOUTH KOREA TEA MARKET – BREAKUP BY REGION

10.1 Seoul Capital Area

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Breakup by Product Type

10.1.4 Market Breakup by Packaging

10.1.5 Market Breakup by Distribution Channel

10.1.6 Market Breakup by Application

10.1.7 Key Players

- 10.1.8 Market Forecast (2026-2034)
- 10.2 Yeongnam (Southeastern Region)
 - 10.2.1 Overview
 - 10.2.2 Historical and Current Market Trends (2020-2025)
 - 10.2.3 Market Breakup by Product Type
 - 10.2.4 Market Breakup by Packaging
 - 10.2.5 Market Breakup by Distribution Channel
 - 10.2.6 Market Breakup by Application
 - 10.2.7 Key Players
 - 10.2.8 Market Forecast (2026-2034)
- 10.3 Honam (Southwestern Region)
 - 10.3.1 Overview
 - 10.3.2 Historical and Current Market Trends (2020-2025)
 - 10.3.3 Market Breakup by Product Type
 - 10.3.4 Market Breakup by Packaging
 - 10.3.5 Market Breakup by Distribution Channel
 - 10.3.6 Market Breakup by Application
 - 10.3.7 Key Players
 - 10.3.8 Market Forecast (2026-2034)
- 10.4 Hoseo (Central Region)
 - 10.4.1 Overview
 - 10.4.2 Historical and Current Market Trends (2020-2025)
 - 10.4.3 Market Breakup by Product Type
 - 10.4.4 Market Breakup by Packaging
 - 10.4.5 Market Breakup by Distribution Channel
 - 10.4.6 Market Breakup by Application
 - 10.4.7 Key Players
 - 10.4.8 Market Forecast (2026-2034)
- 10.5 Others
 - 10.5.1 Historical and Current Market Trends (2020-2025)
 - 10.5.2 Market Forecast (2026-2034)

11 SOUTH KOREA TEA MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard

11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

12.1 Company A

12.1.1 Business Overview

12.1.2 Product Portfolio

12.1.3 Business Strategies

12.1.4 SWOT Analysis

12.1.5 Major News and Events

12.2 Company B

12.2.1 Business Overview

12.2.2 Product Portfolio

12.2.3 Business Strategies

12.2.4 SWOT Analysis

12.2.5 Major News and Events

12.3 Company C

12.3.1 Business Overview

12.3.2 Product Portfolio

12.3.3 Business Strategies

12.3.4 SWOT Analysis

12.3.5 Major News and Events

12.4 Company D

12.4.1 Business Overview

12.4.2 Product Portfolio

12.4.3 Business Strategies

12.4.4 SWOT Analysis

12.4.5 Major News and Events

12.5 Company E

12.5.1 Business Overview

12.5.2 Product Portfolio

12.5.3 Business Strategies

12.5.4 SWOT Analysis

12.5.5 Major News and Events

13 SOUTH KOREA TEA MARKET - INDUSTRY ANALYSIS

13.1 Drivers, Restraints, and Opportunities

13.1.1 Overview

- 13.1.2 Drivers
- 13.1.3 Restraints
- 13.1.4 Opportunities
- 13.2 Porters Five Forces Analysis
 - 13.2.1 Overview
 - 13.2.2 Bargaining Power of Buyers
 - 13.2.3 Bargaining Power of Suppliers
 - 13.2.4 Degree of Competition
 - 13.2.5 Threat of New Entrants
 - 13.2.6 Threat of Substitutes
- 13.3 Value Chain Analysis

14 APPENDIX

I would like to order

Product name: South Korea Tea Market Report by Product Type (Green Tea, Black Tea, Oolong Tea, and Others), Packaging (Plastic Containers, Loose Tea, Paper Boards, Aluminium Tin, Tea Bags, and Others), Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Convenience Stores, Online, and Others), Application (Residential, Commercial), and Region 2026-2034

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