

South Korea Instant Coffee Market - Forecasts from 2020 to 2025

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Abstracts

South Korea instant coffee market is projected to decline with a CAGR of 4.21% during the forecast period.

The affordability of coffee among the middle income and the lower-income individuals and the importance of the South Korean coffee culture.

Different types of coffee such as cold-brewed coffee and pod coffee has taken a place as an important culture in the South Korean coffee culture these days and have led to a rise in popularity among a large number of individuals. This has led to rising demand from the consumers for a good cup of coffee that has a unique aroma, has a better taste and flavor profile, and is easily available in the market. Thus, this is one of the major factors leading to a small decline in the consumption of instant coffee over the forecast period.

However, the demand for instant coffee exists, due to its consumption, by the lower-income individuals in the population as many brands such as Nestle offer affordable products under their brand Nescafe among others. This has led to the further development of the South Korean coffee culture and has caused an increase in the number of specialty and unique caf? openings. In addition, specialty and unique coffees are proving to be beneficial as they are attracting younger consumers and encouraging them to try different blends and flavors available.

Product Offerings by the market players in the South Korean Instant Coffee Market

The offering of better and advanced varieties of instant coffee with enhanced flavor and aromas among others by existing and new players in the market.

Some of the product offerings have been mentioned below-

Dongsuh Companies Inc., which is considered among one the most famous companies that are involved in different business verticals offers different types of coffees under its product portfolio include ready to drink and instant coffee variants. It offers its product under the brand Maxim. The product is called the “Maxim Mocha Gold Mild Coffee Mix” and the “Maxim White Gold Coffee Mix”. The former product is a stick type instant coffee and has a sweet flavor and aroma with a mild taste and the latter product has a deeper and smokier flavor as it is made using the Specialized Profile Roasting Method with only select beans.

Segmentation

By Type

Freeze-Dried Instant Coffee

Spray-Dried Instant Coffee

Others

By Distribution Channel

Offline

§ Foodservices

§ Retail

Supermarket/Hypermarket

Convenience Stores

Others

Online

By Province

Seoul

Busan

Incheon

Others

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