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Report Name: Coffee and Tea Market Brief

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Report Highlights:

Coffee consumption in the Republic of Korea (ROK) is widespread and rapidly growing. Tea is also becoming more popular due to health-conscious consumers. In 2024, the United States held the third-largest market share for both coffee and tea imports at \$155 million and \$8 million respectively.

Summary

With growing interest in cafes and home brewing, both coffee and tea consumption has increased in the Republic of Korea (ROK). Notably, the annual per capita coffee consumption in the ROK was 416 cups in 2024, making it the highest consumption rate among Asian countries. In addition, although tea consumption is lower than coffee, with a per capita rate of 0.16kg per year, it is becoming increasingly popular due to health-conscious consumers and shifting preferences towards natural and organic products. The ROK's tea market reached 1.6 trillion won in 2024, an 8.78% increase from 2023. Top competitors include Brazil and Columbia for coffee, and India and China for tea.

A more comprehensive overview of the coffee and tea market can be found in the attached report.

Attachments:

[Korea Coffee and Tea Market Brief 2025.pdf](#)