

# Cafés/Bars in South Korea

February 2024

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## Cafés/Bars in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Specialist coffee and tea shops is mature in South Korea, but continues to grow  
Weakening downwards trend for juice/smoothie bars thanks to semi-captive outlets  
Slow recovery of bars/pubs due to drinking culture established during COVID-19

#### PROSPECTS AND OPPORTUNITIES

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