

HEYTEA Opens first store in Seoul

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China's new style tea originator and the creator of Cheese Tea, HEYTEA celebrates the grand opening of its first store in Korea. Situated in Apgujeong, Gangnam District, Seoul, the capital's heart of fashion and culture, the store will offer local consumers new-generation Chinese tea drinks featuring ALL REAL ingredients, such as fresh fruits, original tea leaves and premium milk. The entry into South Korea also reinforces HEYTEA's leading position in Asia's new-style tea drink market. Based on this endeavour, HEYTEA will continue to expand its presence in major markets across Asia and the globe.

The Apgujeong store is over 80m² down the street and is surrounded by boutique stores, fashion stores as well as popular bakeries. A most vibrant area in Seoul, Apgujeong attracts a great many fashion icons and tourists every day. Such a location indicates HEYTEA's determination to embrace and serve consumers in Seoul and endorses its position as a leading brand. Local consumers will have a chance to approach the unique Chinese tea culture which will make the store a new "Instagram Worthy" location.

The Apgujeong store will offer new-generation Chinese tea drinks made from ALL REAL ingredients of genuine quality, such as "real milk, real tea, real fruit and real cane sugar". Statistics show that Korea's tea-related industry recorded a total revenue of \$120 million in 2023, and it is expected to continue to grow at 2.85 per cent per annum from 2024 to 2028. Currently, bubble tea drinks made from instant tea powders and artificial additives are mainstream in the market, but consumers expect to have healthier tea drinks of higher quality. HEYTEA's commitment to quality well distinguishes itself from conventional tea drink providers in Korea, bringing a refreshing alternative for local consumers.