



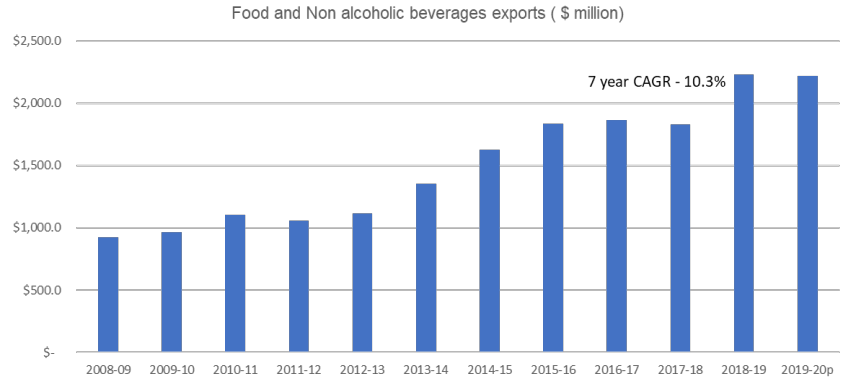
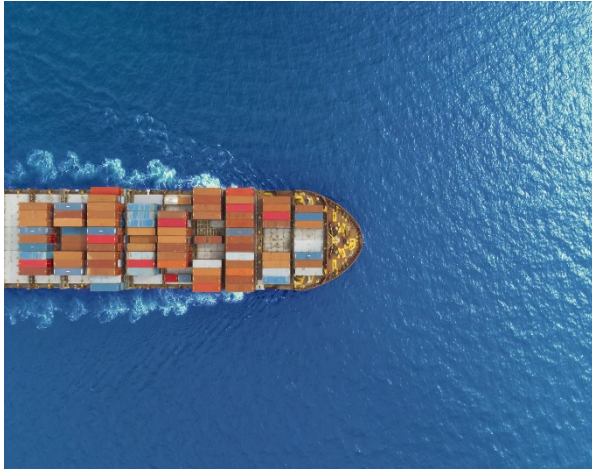
# Consumer behaviour and food and beverage trends in South Korea

Webinar: April 2021

*This project is supported by funding from the Australia-Korea Foundation*



# Trade: Road to recovery





# AFGC: Representing the industry

For 25 years the Australian Food and Grocery Council have represented a large and varied cross section of Australia's food and grocery manufacturers.





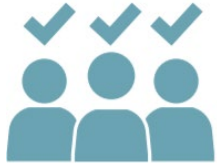
# Food and Grocery: State of Industry 2018-19



**\$127.1bn**  
Total turnover  
(+4.6%)



**31.4%**  
AFG turnover  
as % of manufacturing



**274,835**  
Employment<sup>1</sup>  
(+0.7%)



**39.6%**  
Regional  
employment for 2019

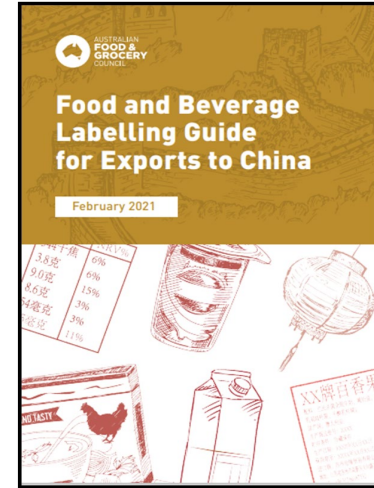
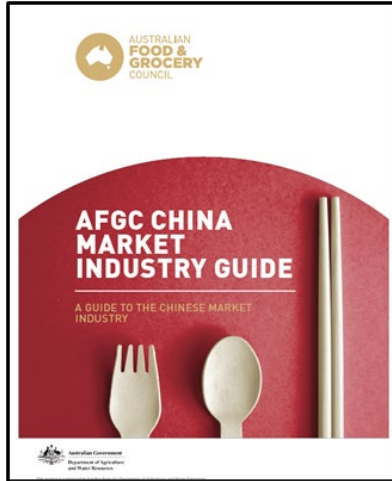
**\$38.3bn**  
Exports  
(+11.5%)



**\$36.8bn**  
Imports  
(+10.1%)



# Food and Beverage Insights



[www.afgc.org.au](http://www.afgc.org.au)



# Acknowledgement



**Australian Government**



**Australia-Korea** FOUNDATION

**MİNTEL**

***Grant funds from Australia-Korea Foundation***



Australian Government



Australia-Korea FOUNDATION



# THANK YOU

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# South Korea Food and Drink Inspiration

April 2021





# Mintel: Experts in what consumers want and why

Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster.



## THE INNOVATIONS

Find new ideas, track new products, unveil new potential.



## THE CONSUMERS

Discover what they want and why.



## THE TRENDS

Understand what's shaping demand, today and tomorrow.



## THE MARKET

Know the market size, segments, shares and forecasts and how it all adds up.

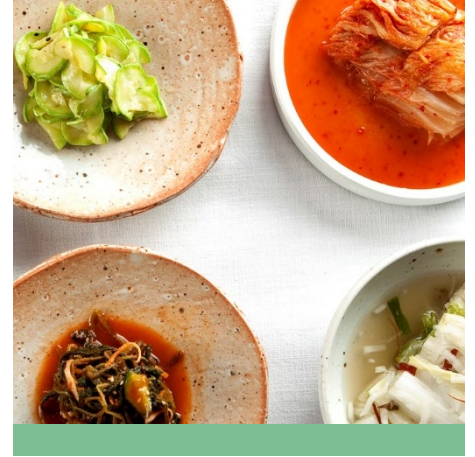
# Agenda



**UNDERSTANDING SOUTH  
KOREAN CONSUMERS**



**WHAT IS DRIVING FOOD  
INNOVATION**



**THE OPPORTUNITY**

A young woman with short brown hair and bangs is smiling warmly at the camera. She is sitting at a table in a restaurant, holding a wooden spoon over a plate of food. The background is softly blurred, showing shelves with various items and indoor plants. A green semi-transparent box is overlaid on the left side of the image, containing the title text.

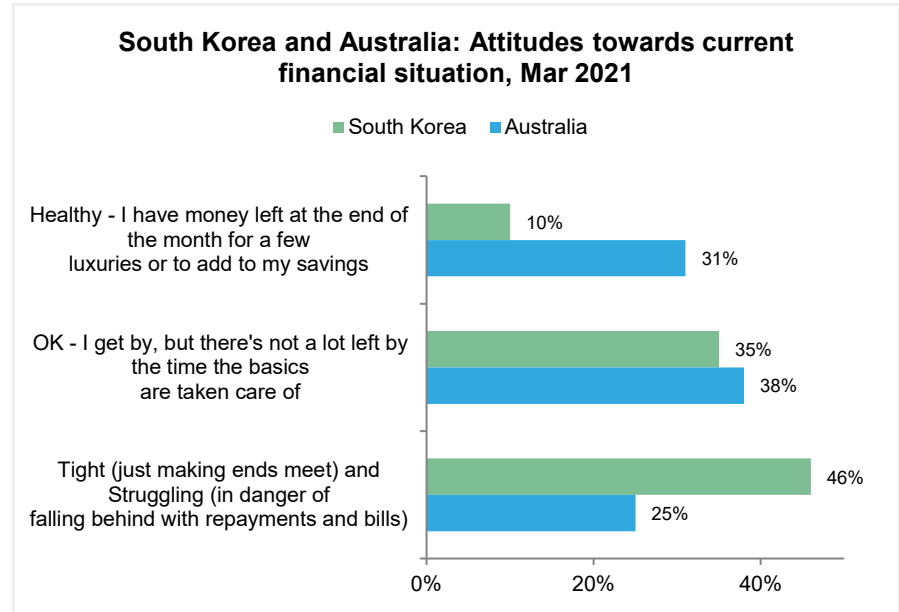
## Understanding South Korean consumers

# South Korean consumers are living by a budget

When asked about their current financial situation, [South Korean consumers showed significantly more concern than Australian consumers](#). 46% of South Koreans said that they were either barely making ends meet or already struggling to pay bills - almost double of Australians who responded the same.

Given South Korean consumers' financial anxiety and inclination to budget, there is an opportunity to meet the **psychological necessity for consumers to treat themselves to affordable, small treats** which lift people's mood in uncertain and difficult times, echoing the "[Lipstick Effect](#)",.

South Korea and Australia: Attitudes towards current financial situation, Mar 2021



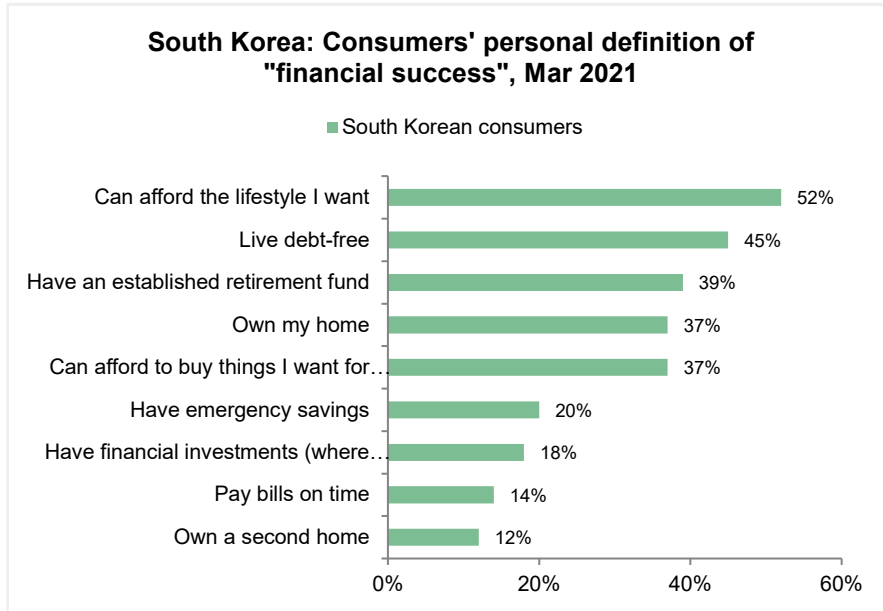
Base: 1,000 internet users per market, total 2,000 internet users aged 18+ (Taken from Mintel's The Global Consumer)

Source: Dynata/Mintel



Read on [mintel.com](https://www.mintel.com)

# Living the ideal lifestyle



Base: 1,000 internet users aged 18+ (Taken from Mintel's The Global Consumer)

Source: Reuters, Korea Herald, Dynata/Mintel

When asked about [their definition of financial success](#), over half of South Korean consumers said being able to afford the lifestyle they wanted would mean achieving financial success.

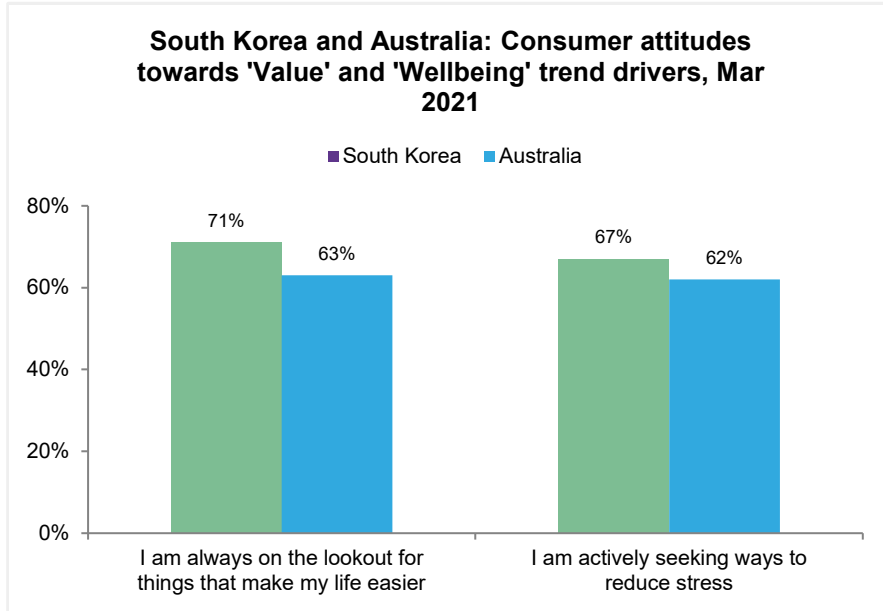
[Public discussion surrounding class divides has heated up in South Korea in recent years](#), meaning that consumers are familiar with maintaining a "public image" and how it could reflect on their social standing. High social media consumption (the country's social media penetration rate of 87% [ranked third in the world in 2020](#)) may have contributed to higher awareness of what the 'perfect' lifestyle looks like, and in turn a stronger desire to lead such lifestyles.

As such, when moving into the South Korean market, understanding what is the 'ideal Korean lifestyle' could be key to market integration.



Read on [mintel.com](https://www.mintel.com)

## Give South Korean consumers a helping hand



South Korean consumers inclined towards convenience and relaxation more than Australian consumers, with [71% saying that they were always on the lookout for things that made life easier](#), and [67% saying that they were actively seeking ways to reduce stress](#).

In line with Mintel consumer trend [Guiding Choice](#), brands can help reduce stress over decision-making and lead consumers towards choices that are better for them, cutting through the overwhelming number of options. Brands could think about meal kits with healthier options or highlighting functional health claims in products.

Base: 1,000 internet users per market, total 2,000 internet users aged 18+ (Taken from Mintel's The Global Consumer)

Source: Dynata/Mintel



Read on [mintel.com](https://www.mintel.com)

# Pandemic has also increased momentum in buying local movement

A growing number of South Korean consumers are trying to buy locally grown food all or most of the time

JULY 2019

32%

pre-Covid 19

JULY 2020

34%

during COVID-19

MARCH 2021

34%

the new normal

Base: 1,000 internet users aged 18+

Source: Dynata/Mintel

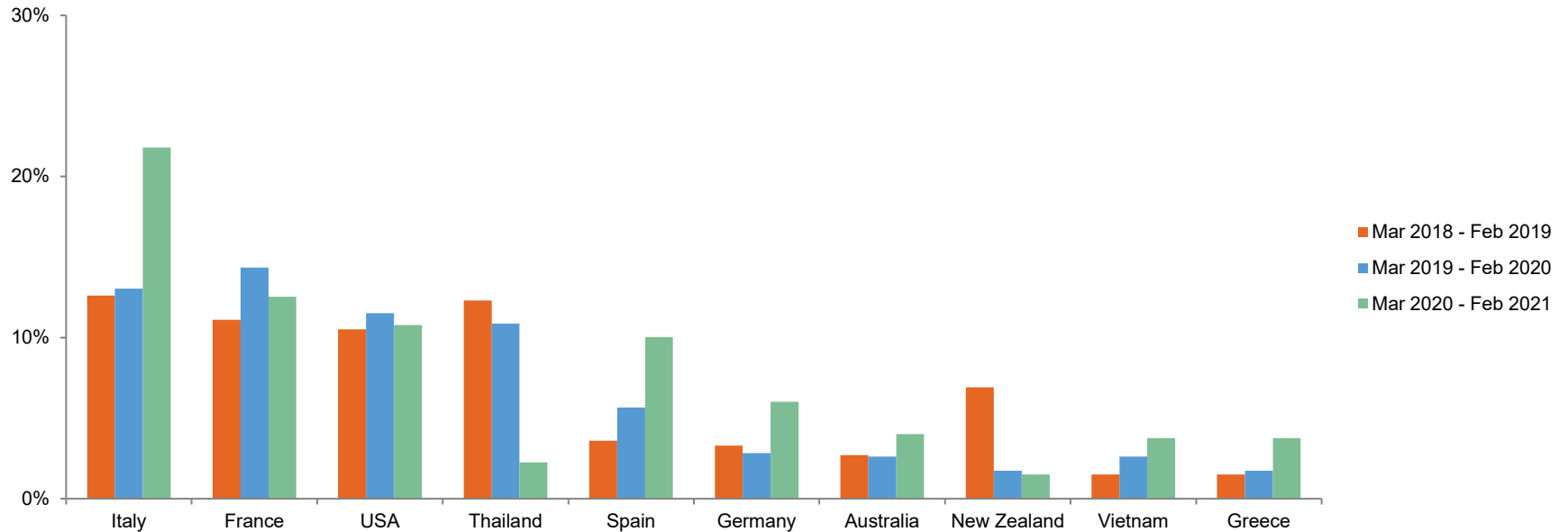
Read on [mintel.com](https://www.mintel.com)

# Understanding South Korean consumers



# There is a growing option of imported food and drinks from European countries and Australia

South Korea: % launches of imported food and drinks by country, Mar 2018 - Feb 2021



## Imported products by country



**Italy**  
Among the top imported products includes pasta sauce, oils, pasta and sweet biscuits.



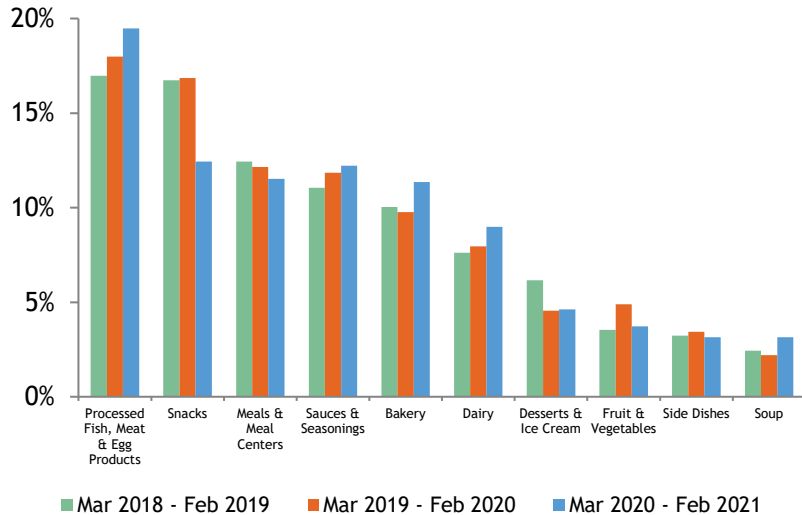
**Spain**  
Among the top imported products includes olive oil, pasta and dairy-based ice cream.



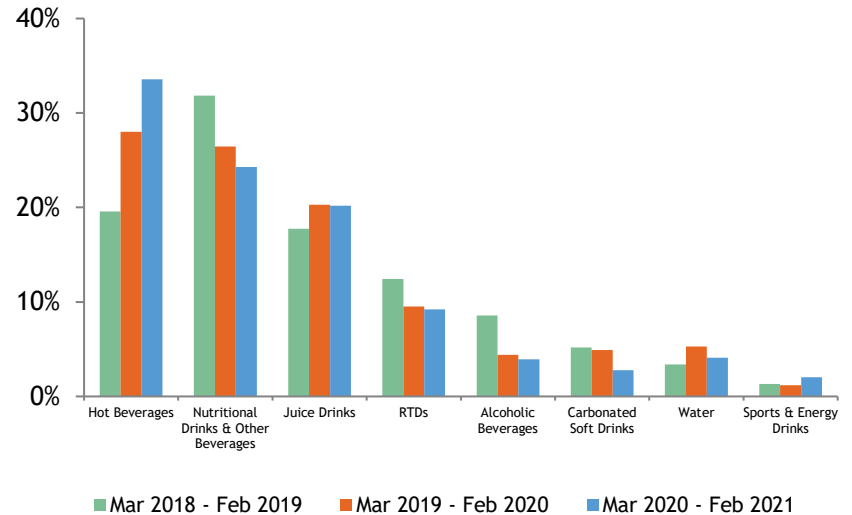
**Australia**  
Among the top imported products includes sweet biscuits/cookies, juice and pasta sauce

# Pandemic have shifted innovation to cater to in-home consumption

South Korea: % launches in food category, March 2018 - Feb 2021



South Korea: % launches in drinks category, Mar 2018 - Feb 2021



# Cater for party of one

The Ministry of Interior and Safety in Korea shared in November 2020, single household makes up 39% of total households in South Korea, increasing from 34% in 2015. This is followed by 2 member household with 5.37 million during the same period.

Single household has influenced innovation to cater for one at home especially during pandemic where 51% of South Korean consumers spend more on takeaways/delivery while 40% spend more on food for in-home consumption in replacement of dining out and leisure/entertainment.

Source: Korea Herald; Dynata/Mintel



SINGLE HOUSEHOLD

9 mil

the number of single household as of Nov 2020



# A renewed focus for convenience but with added advantages

It is an opportune time to offer new flavours for South Korean consumers.

MOST OF THE TIME

44%

of South Korean choose quick to prepare food

OCCASIONALLY

47%

of South Korean look for new food/flavours to try in July 2020 versus 44% in December 2019

RARELY

35%

of South Korean rarely limit their meat intake in July 2020 versus 38% in December 2019

Base: 1,000 internet users aged 18+

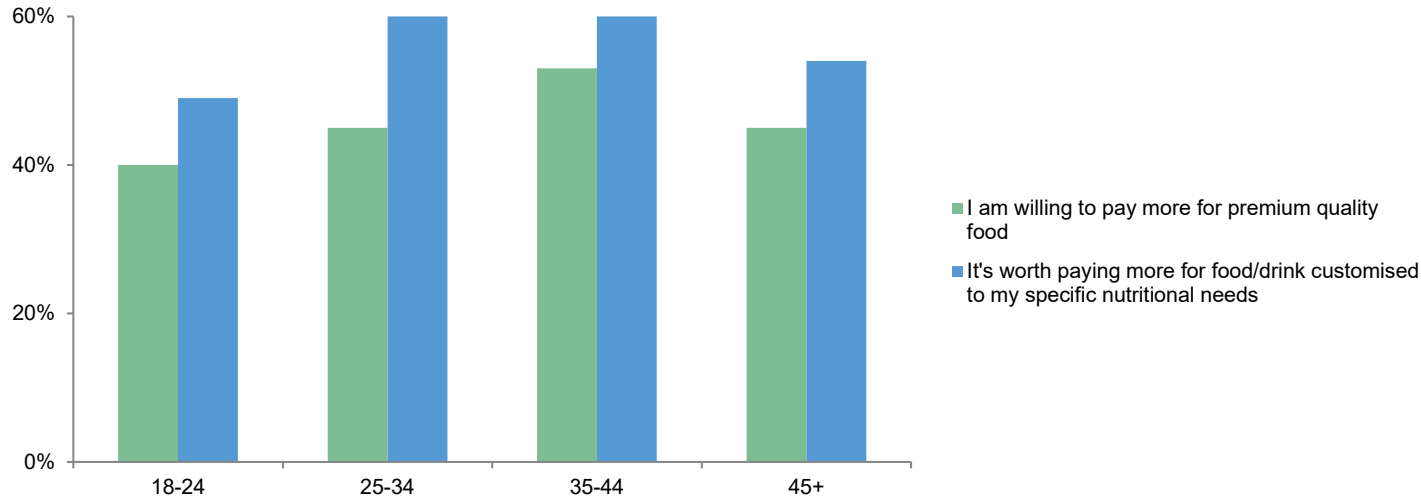
Source: Dynata/ Mintel (December 2019; July 2020)



# MZ generation are willing to pay more for better-for-you food and drinks

MZ generation (millennials and Gen-Z) are that both demographics are digitally fluent, come from diverse backgrounds, care about social justice and climate change, and tend to be more educated than previous generations.

South Korea: Attitude towards food and drinks, March 2021



Base: 1,000 internet users aged 18+

Source: Dynata/Mintel



Read on [mintel.com](https://www.mintel.com)



## FSTR HYPR

Elevated convenience, Premiumisation,  
Smart Kitchen, Creative cooking

# FSTR HYPR

## Understanding of consumer

Hectic urban lifestyle forces consumers to seek easy solutions

Consumers are demanding from brands how to use their products without any added stress

Where we eat is changing, with locations like cars or public transport becoming 'dining areas.'

Consumers expect anytime, anywhere service

Beyond fast, consumers demand for quality, safety, hygiene and naturalness

## Impact on food

Raised expectation on convenience - Elevated Convenience

“Instant” and “immediate” will be a decision making currency

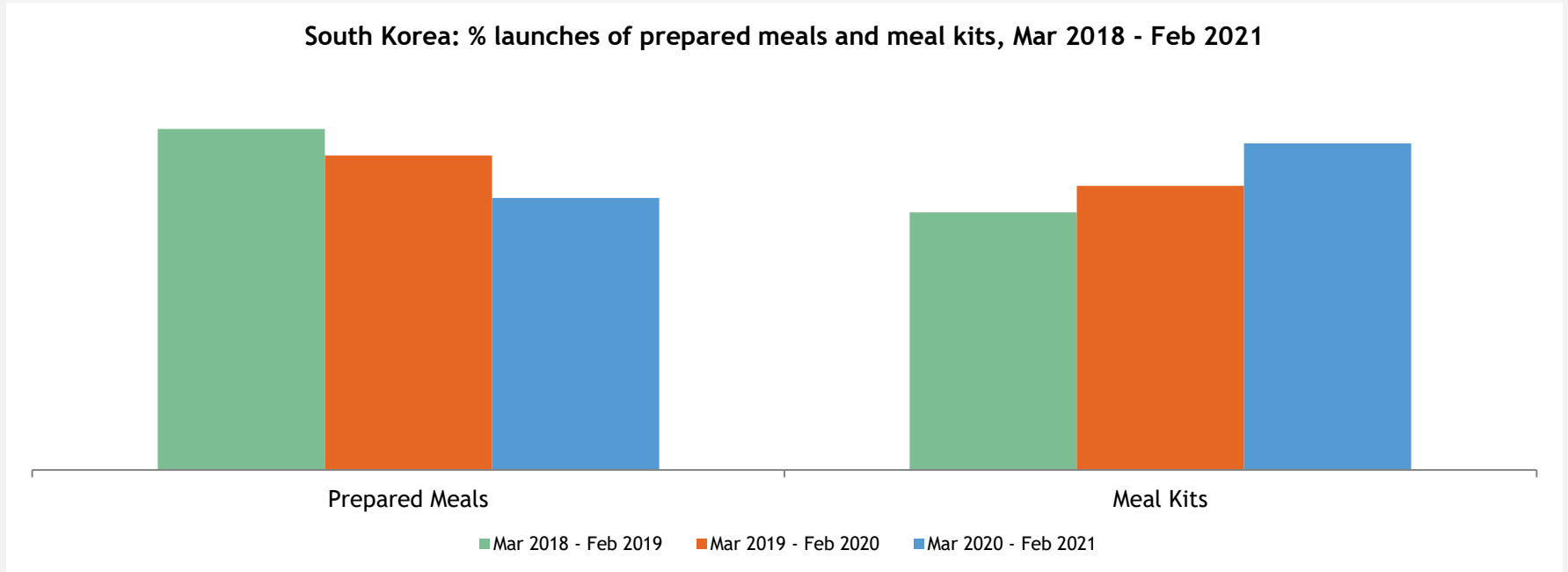
Reconsider how people will purchase and have products delivered to them

Customized brand experience



# 'Honbap' (eating alone) culture is driving meal kit innovation

Home Meal Replacement (HMR) is contributing to the growth in meal kits largely driven by the chilled sector



# Help consumers find new advantages at home

As highlighted in Mintel 2021 Food and Drink trend, Quality Redefined, consumers will demand for at-home shortcuts for weekday dinners as well as approachable gourmet solutions for special 'hometainment' occasions.



## Homemade style

Chef M Mac & Cheese with Bacon is microwaveable and is made with macaroni, cheese and bacon and can be ready in 2 minutes.



## Stir Fry

Baek Ni Hyang 63 Dining Ki Stir-Fried Meatballs and Vegetables comprises meatball, sauce, mushrooms, olive oil, napa cabbage, bok choy, green and red bell peppers, can be ready in 10 minutes.



## Indian cuisine

Intake Curry Matjip Butter Chicken Curry microwaveable product is described as a mild and savoury Indian-style curry.

# Restaurant quality meals can thrive in South Korea



**First Class Kitchen Hamburg Steak Rice**



**Home Party Seasoned Top Blade Steak**

As most celebrations remains at home, consumers are willing to spend on a premium meal at home with 36% of South Korean consumers willing to buy premium food and drinks in July 2020 versus 8% consumers who do it regularly before Jan 2020.

For example, First Class Kitchen Hamburg Steak Rice is said to be created using the company's know-how from ingredients to cooking methods to offer an elegant formal dinner that can be conveniently enjoyed anytime anywhere.

Base: 1,000 internet users aged 18+

Source: Dynata/ Mintel; Mintel GNPD

# Consumers can have the option of sit down breakfast for a family



Lotte Fermented Frozen Dough



Bebest Kids Strawberry Flavour Calcium Cereal has lactobacillus, is high in protein and calcium

The reappearance of traditional sit down breakfast for the family have driven innovation for breakfast occasion with cold cereal launches grew by **66%** over the year leading to Feb 2021. Cereals targeting children 5-12 years old grew 57% versus year ago leading to Feb 2021.

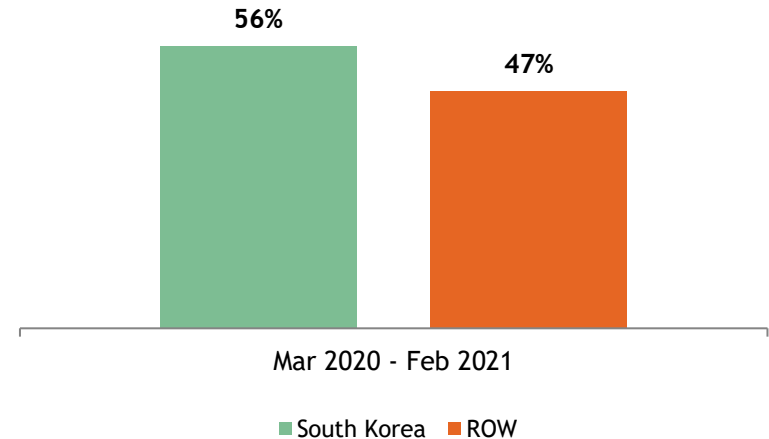
In Jan 2020, Lotte Confectionery sold 30,000 units in a month to include including 4 types of fermented frozen dough baked in an airfryer and 3 types of cooked bread for snacks that can be cooked in a microwave.

# Air fryer opens up a new food culture

Air fryers are enjoying rising popularity globally. The healthy, guilt-free way of cooking fried foods with hot air instead of oil has caught on with consumers looking for greater convenience and an appliance that helps them to eat healthier. The versatile air fryer, which can be used for roasting and baking, helps justify for its size and price. Ownership of air fryers is rising due to the availability of cheaper models.

Small kitchen appliances do run the risk of falling in and out of favour with each diet and food trend. However, food manufacturers can capitalise on the air fryer trend by associating existing foods with this cooking method and creating foods with it in mind, while still allowing them to be cooked in an oven or microwave.

South Korea and ROW: % launches in food with 'air fryer' description, Mar 2020 - Feb 2021



# Seek inspiration from South Korean air-fryer-friendly food innovations

Foods with the air fryer in mind come in sizes that fit inside the appliance while others are formulated with thickness to ensure they offer the best tasting experience.



## Two individually wrapped chicken halves

Harim Air Fryer Old-Style Smoked Chicken is made with 100% Korean chicken and smoked with oak. The microwaveable product is specially designed for air fryers and comes in two individually wrapped chicken halves for convenient use (Korea)



## Crispy on the outside, moist on the inside

CJ CheilJedang Gourmet Sweet Honey Boneless Crispy Chicken is made from chicken thighs, has juicy and chewy textures, and has been fried twice to be crispy on the outside and moist on the inside (Korea).



## Ideal for air fryer

Charmfre Super Grains Crispy Boneless Chicken is coated with super grain mix batter, which includes lentils, oat, brown rice and black rice. This delicious, healthy and simple product can be prepared in an air-fryer or frying pan (Korea).

## The opportunity

South Korean consumers want "value with values" and the concept of value is not only about price but quality too. Consumers want similar quality and experience dining out in the comfort of home during the pandemic. As consumers find new advantages at home through meal kits or meals that are compatible with certain kitchen appliances, brands can help consumers reconnect with themselves and family through convenient and creativity.



Experience is all



# Experience is all

## Understanding consumer

Consumers are looking for deeper meaning to the things they do

Time is becoming a scarce resource

Growing momentum to take on new challenges is driving consumers to reach new heights and uncover new passions “Generation Me” makes experiences more valuable

## Impact on food

Experiences will be the new status

Off the beaten track - authentic experiences of local culture

A symbol of being more ‘cultured’

Thrive on strong sensations - thrills, speeds, color, taste

## South Korean consumers enjoys new experiences in food and drink

As highlighted in Mintel Trend, [Sense of the Intense](#), consumers seek sensory experiences that stimulate touch, scent, or other sensory criteria in food and drinks

SOCIAL MEDIA

33%

of [South Korean](#) consumers have tried new food and drinks found on social media

CREATIVE PROCESS

63%

of [South Korean](#) consumers agree brands should involve consumers when creating new products

Base: 1,000 internet users aged 18+

Source: Dynata/ Mintel

MINTEL

Read on [mintel.com](https://www.mintel.com)

## Brands are responding to consumers' need for sensorial indulgences



**Sour candy soju**  
[Hitejinro Aisher Soju](#) collaborated with Orion to launch a sour candy-flavoured distilled alcoholic drink.



**Launched after 16 years**  
[Kellogg's Chex Green Onion](#) was launched after the company held a tongue-in-cheek marketing event where consumers could vote for the new “president of Chex” in a so-called online election between two candidates: a chocolate-supporting Chekkie and a pro-green onion Chaka in 2004



**TikTok inspired - Dalgona coffee**  
[Dalgona coffee](#) first originated from South Korea and popularised by the video app TikTok, has come to symbolise how confined consumers are being creative and turning to food as entertainment.

## Target Korean coffee connoisseurs with premium cold brew coffee



[O' Thanks Organic Cold Brew Papua New Guinea Coffee](#)



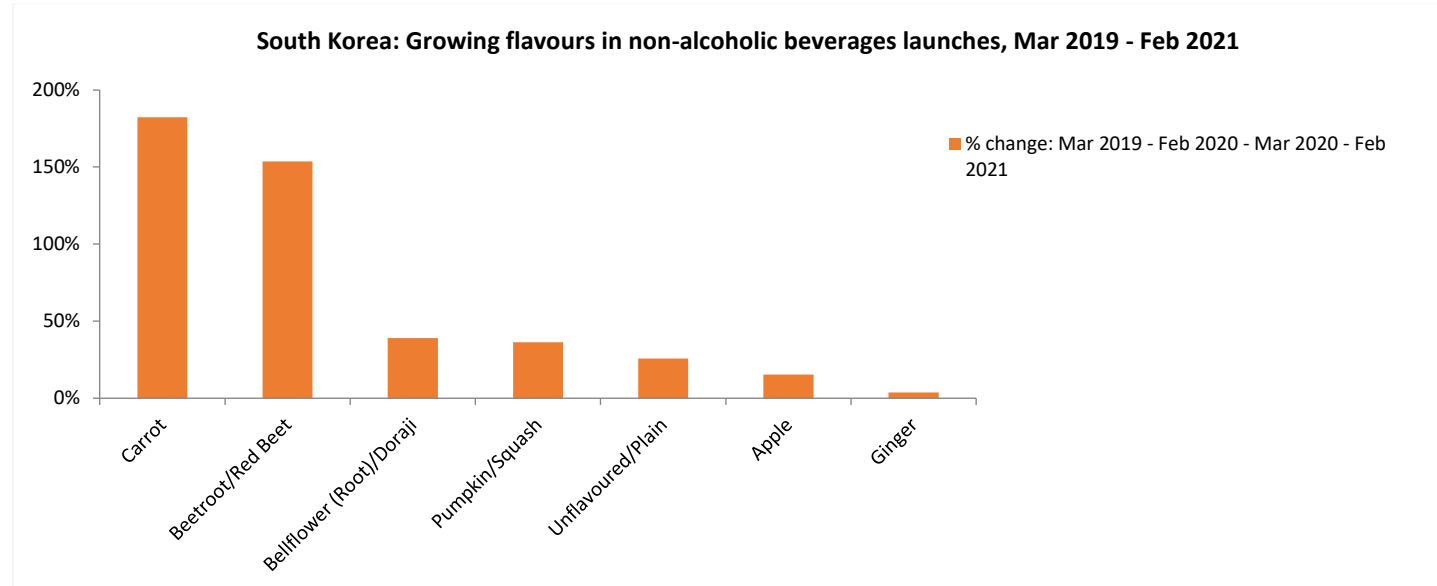
[4.5 Cold Brew Coffee](#) has been processed using multi-filtration for purity and safety

There is a strong Korean coffee culture where the average South Korean drinks 350 cups of coffee per year. [US supplies 15%](#) of Korea's coffee and coffee bean imports driven by chains like Starbucks.

Cold brew coffee launches grew by [94%](#) in the year leading up to Feb 2021 versus a year ago from a small base. This is an opportune time to offer consumers premium cold brew coffee for anytime, anywhere occasion.

# Vegetables are trending flavours in beverages

31% of South Korean consumers shop for food and drinks that contributes to their fruit and vegetable intake



**Pumpkin + Red bean Teasim Pumpkin & Red Beans Tea** is made by master Kim Dong Gon since 1975, features a sweet pumpkin taste with a savoury red bean flavour, and is made with 100% domestic red beans and pumpkin.

## Dial up treat status with texture



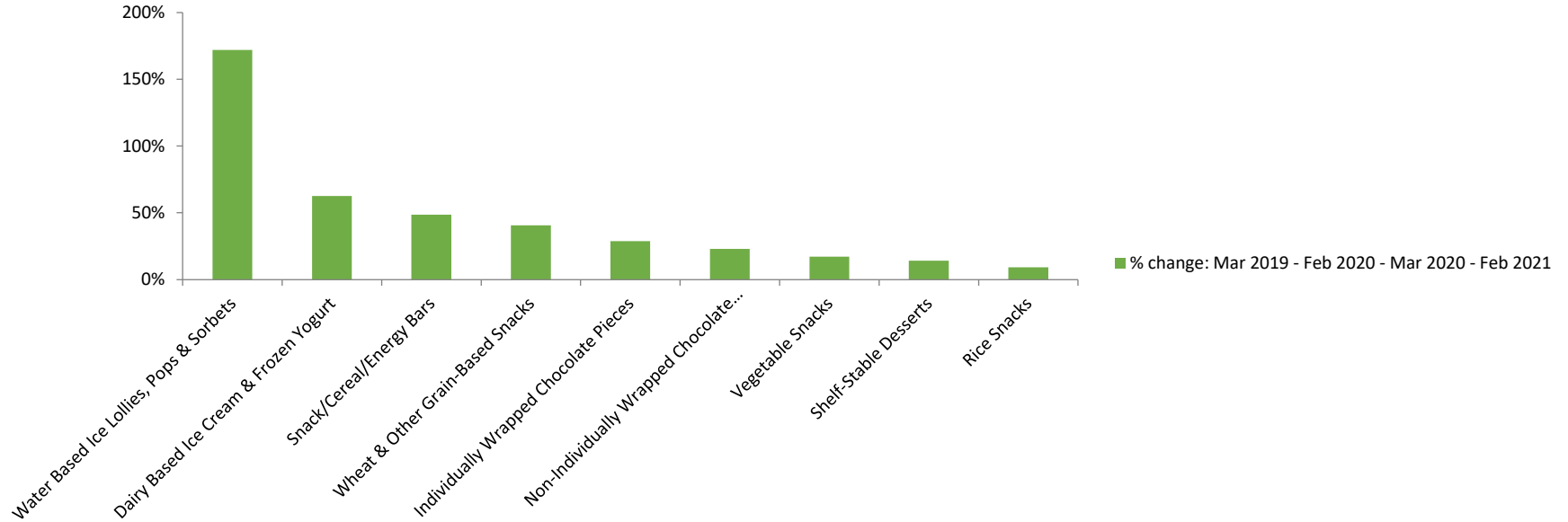
[Lotte Jelly Toktok](#)

CSDs should prove resilient in the coming recession as they are affordable treats that consumers can easily indulge in at home. In [previous recessions](#), CSDs have done relatively well.

Beverage brands can entice South Korean Gen-Zs with novelties where [1 in 2](#) seek fun in all aspects of life . Lotte Chilsung Beverage launched a [CSD with jelly](#) to engage the sense through texture. The product needs to be shaken after chilled in the fridge. This will help tie CSDs to daily pleasurable breaks.

# Ice-cream, shelf-stable desserts, energy bars and grain snacks are growing

South Korea: % growth in launches of salty snacks, chocolate, desserts and ice-cream, Mar 2018 - Feb 2021



## Traditional ingredients are introduced in modern indulgent format

As [60%](#) of South Korean consumers are worried about their health, indulgent category can offer less guilty pleasures.



**Rice**  
[I Food Rice Drink Ice](#) is described as a traditional rice drink in sorbet format.



**Mugwort**  
[Seoju Mugwort Sandwich Ice Cream](#) is wrapped with castella sheets on the bottom and top, and filled with rich mugwort flavoured ice cream and sticky rice cake.



**Konjac**  
[Korea Food Konjac + 9 Grains Chewy Snack](#) is made with konjac and nine grains such as red bean, brown rice, glutinous rice, black rice, adlay, glutinous barley, black bean, wheat and oat.



## Unique flavours hold appeal for South Korean consumers

[7 out of 10](#) South Korean consumers agree taste is the most important quality in snacks.



**Shrimp + Cheese**  
[Homeplus Signature Gorgonzola Shrimp Snack](#) contains 6% of ground raw shrimp and gorgonzola cheese to provide savoury and aromatic flavours.



**Chocolate salty snack**  
[Ottogi Chocolate Flavour Noodles & Rice Snack](#) is made with noodles, popped rice and sweet syrup and coated with chocolate.



**Topped with popping candy**  
[Only Price Pang Pang Pretzel Snack](#) comprises four different shaped pretzel, is spicy and salty and is topped with popping candy.

*Base: 944 internet users aged 18+ who snack*

*Source: Mintel GNPD; Dynata/Mintel*

*Read on [mintel.com](https://www.mintel.com)*

## Elevate cheese flavour with specific type of cheeses in salty snacks



**Aussie Cheddar Cheese**  
[Orion Aussie Cheese Fries Flavoured Potato Stick](#) s made with potatoes and cheese powder.



**Camembert and Cheddar**  
[T Standard Double Cheese Ball](#) contains camembert cheese and cheddar cheese.



**Gorgonzola and Blue Cheese**  
[Woorimil Gamjaraeyo Double Cheese Flavoured Potato Snack](#) has the rich taste of gorgonzola and blue cheese.

## Chicken breast and jerky can be positioned at those who snack to satisfy hunger between meals



### Just tear and eat

[Chicken Breast with Vegetable Baked Snack](#) is made with Korean chicken breast and vegetables, such as carrot, spinach and onion. (South Korea)



### Whole wheat chicken breast

[Dashin Tongmildang Whole Wheat Chicken Breast Chip](#) contains 68.7% chicken breast, 6.5% whole wheat flour and 9g protein. (South Korea)



### Real chicken breast jerky

[AND Food Crunchicken Real Chicken Breast Jerky](#) is made with domestic non-antibiotic chicken breast. It is high in protein, low in fat and is free from sodium. It can be consumed as a low-calorie snack for people who need diet (South Korea).

## Work with local manufacturer to call out quality imported ingredient but localised preparation method

The pandemic has increased awareness in supporting local food companies. However, South Korea continues to import vast amounts of food and drink beverages in light of food security in 2020 with South Korea being [Australia's top tenderloin market](#).

The opportunity lies in collaboration with South Korean companies to utilize imported ingredients but localized method of preparation. One example, [KojooBU B&F Premium Wagyu Beef Jerky](#), is made with fresh wagyu beef raised in Rangers Valley, New South Wales in Australia but has been seasoned and dried in a KojooBU B&F's traditional way to ensure the snack is premium in quality but localized in flavour.



[KojooBU B&F Premium Wagyu Beef Jerky](#)

## Interesting innovation in desserts and ice cream

Pomegranate, an imported ingredient which grew [64%](#) in 2020 versus a year ago, is a popular flavour in indulgent category.



**Beauty dessert**  
[WellStraws Raspberry & Pomegranate Collagen Jelly](#) comprises raspberry flavour and pomegranate flavour, contains fish collagen peptide, and can be enjoyed anywhere while studying, exercising or working. (South Korea)



**Bingsu in cup**  
[Lavelee Watermelon Ice Flakes](#) are layered with apple mix with ice on the bottom, pineapple, strawberry, peach, chocolate flake, watermelon mix with ice on the middle and topped with watermelon dices.



**Low calorie dessert**  
[Gansik Original Bean Curd Tiramisu](#) premium low-calorie dessert was launched during pandemic and has 223 kcal per 90g service

## Global tourism is cancelled, but consumers will still yearn for escapism

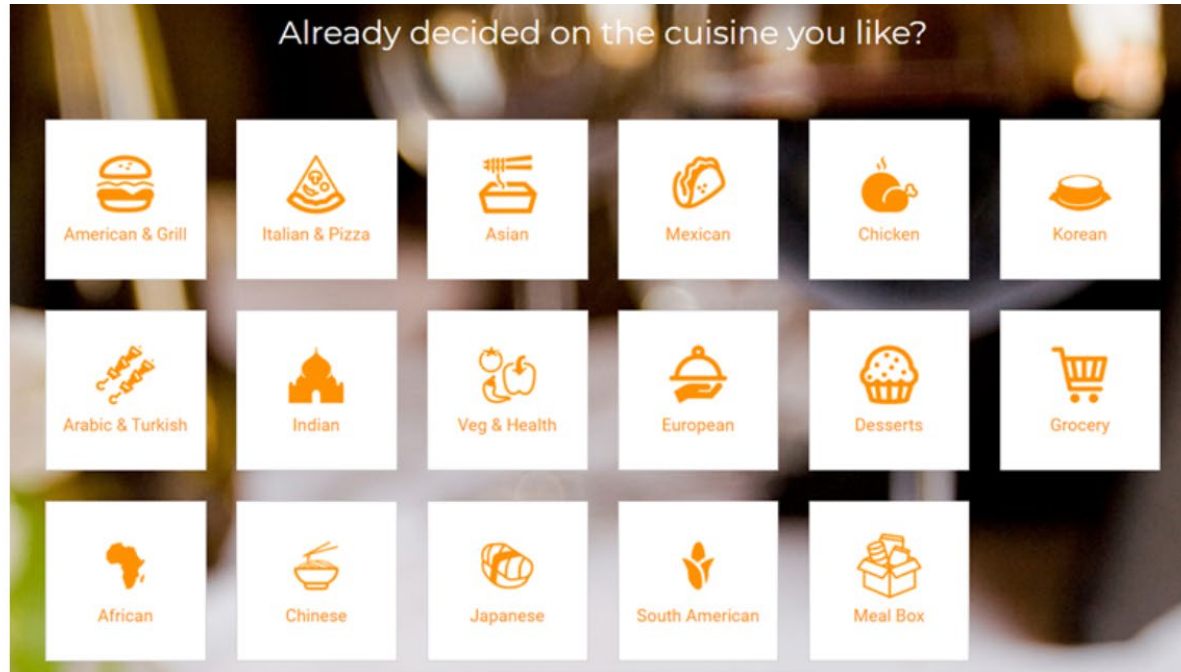
The global travel industry has been ravaged by the impact of COVID-19, with [airlines](#) forecast to report billions of dollars in losses and [hotel chains](#) staying shut until 2021. For consumers, life in lockdown has heightened their desire to travel. In the US, 28% of adults are most looking forward to going on vacation once the current social distancing measures are relaxed, while in South Korea, this rises to [55%](#).

This yearning to travel is a mindset with which food and drink companies should empathise when innovating. This is already evident in [world cuisine, which has become more mainstream](#) because of a consumer desire to explore new flavours and learn about different cultures. Yet, in drinks, consumers' frustrated yearning to travel and take in new flavour experiences can inspire innovation.



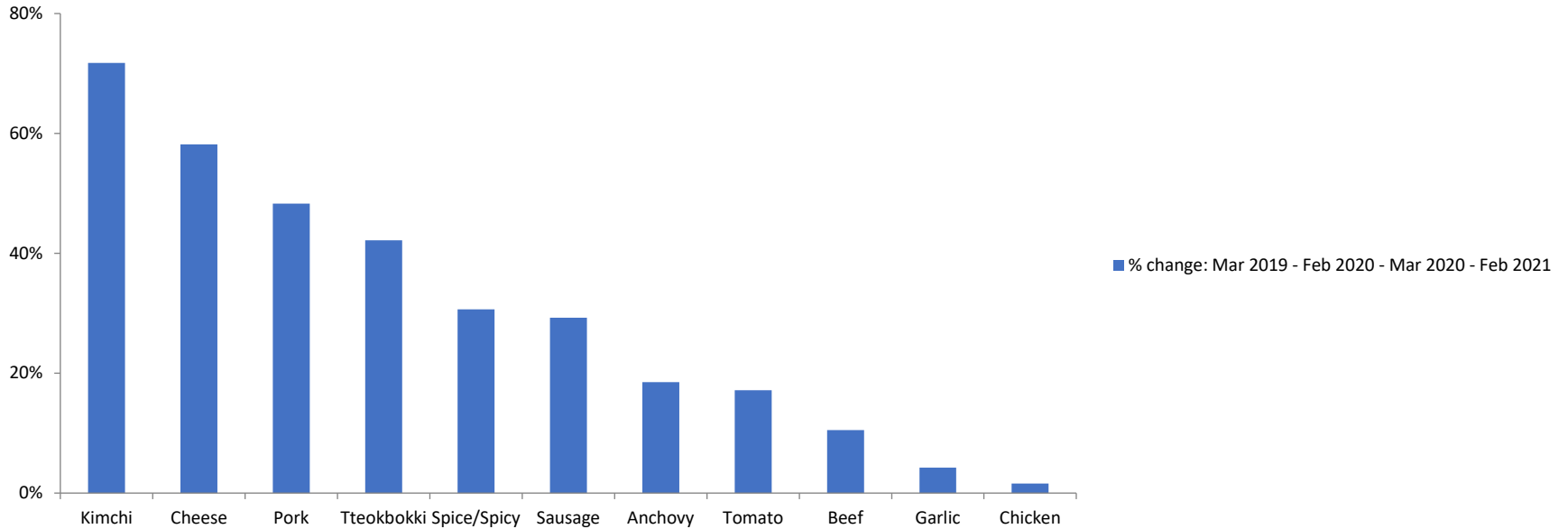
The pandemic has made it all but impossible to go on foreign holidays

## Shuttle, a food delivery app in South Korea offers global cuisine



# Local flavour remains popular but global flavours are growing

South Korea: Top growth in flavours for ready meals and sauce and seasonings, March 2019 - Feb 2021





## Promote regional cuisine to whet consumers appetite for world cuisine



**Global ingredients**  
[Chungjungone Cuisine Mushroom & Cheese Toowoomba Pasta Sauce](#) is made with aromatic button mushrooms from France, and savoury cheddar cheese from Denmark. (South Korea)



**Spanish cuisine**  
[Peacock Spicy Gambas at Ajillo](#) comprises olive oil, garlic and shrimps, and can be cooked on a frying pan. (South Korea)



**Mala Hotpot**  
[Fresheasy Sichuan Spicy Mala Hot Pot](#) contains beef chuck roll, mushrooms, bok choy, green onion, cabbage, bean sprout, white mushroom, tofu, chilli oil, mala sauce, sauce and Chinese noodle, and is ready in 15 minutes. (South Korea)

## Tap into appetite for city specialites

Local ready meal companies are filling the gap for travelling by offering a wider option of cuisine beyond Korean. For example, South Korean internet giant [Naver](#) offer meal kit delivery by country specific cuisine opening gateway to world cuisine.

For example, ready meal brand offers country and city specialities that can be easily prepared in the comfort of home.



[Ashley Original Chicago Deep Dish Pizza](#)



[Ashley Chili Chicken Quesadilla](#)

## South Korea offers innovative format sauce and seasonings

Safety and hygiene is important over 2020 with stick pack sauce and seasoning grew 320% in the year leading to Feb 2021 versus year ago.



**Freeze Drying**  
[Deoyeon Freeze Drying Broth](#) is made with natural ingredients and pack in single use packaging.



**Tube**  
[Hwalchaeum Daeryeongsuksu The Secret of Broth](#) is described as a natural soup stock that contains 19 ingredients obtained from nature and features the cool taste of seafood in one pill.



**Stick pack**  
[Halla Tuna Sauce Stick](#) contains 71% smoked tuna extract.

## The opportunity

Taste remains a very important factor for South Korean consumers when it comes to shopping for food and drinks. Given the pandemic has restricted a number of activities, food and drink can play a role in engaging different senses (texture, aroma, touch) and connect consumers with past travels through international flavours. In addition, South Korean consumers value quality which in turn gives opportunity to call out Australian specialties to engage with consumers.



Health from inside out

# Health from inside out

## Understanding consumers

Hectic urban lifestyles are making it hard for consumers to maintain healthy lifestyles. Sedentary lifestyle is affecting physical health while burnout is becoming a common issue

Consumers are paying a premium to take a break and slow down

Consumers are treating their body like an ecosystem

Pandemic fatigue - demoralized due to in and out of lockdown for a long period of time

## Impact on food

Preventative health over curing

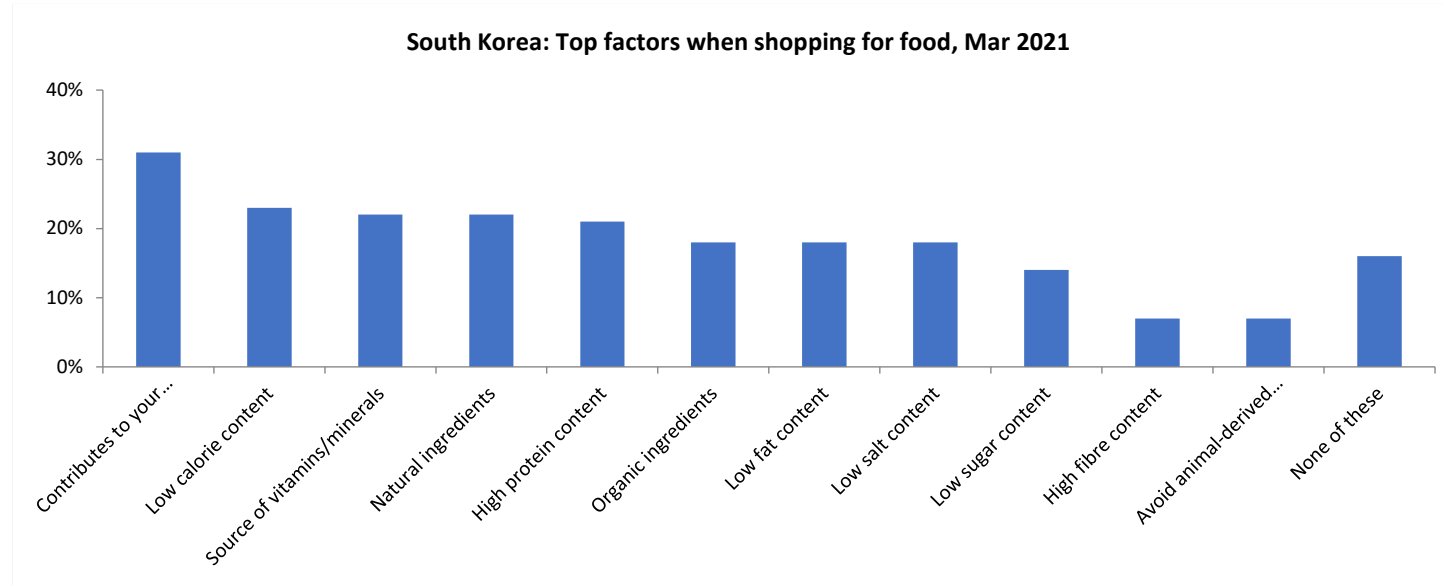
Eating with a purpose

Personalization for me

Empowerment through knowledge and fact-based data

## South Korean values overall health, calories and clean label in food and drinks

Processed fruits and vegetable were the [top imported food item](#) which rose to 281,222 tons in 2020 compared to 275,424 tons in 2019.



Base: 1,000 internet users aged 18+

Source: [South Korea - Dynata/Mintel](#)

Read on [mintel.com](#)

## Promote animal welfare and free from at the same time



### Antibiotic free

[Alvins Crispy Korean Wheat Dumpling for Kids](#) is filled with Korean non-antibiotic pork, which is free from antibiotics, artificial antimicrobial agents, and hormone, and Korean vegetables and seasoned with domestic sea salt. (South Korea)



### Dairy Free

[Coco Xim Coconut Milk](#) is free from preservatives, artificial colours, cholesterol, and gluten, and is suitable for vegans. (South Korea)



### Hand Selected

[Silver Fern Farms Reserve New Zealand Grass-Fed Beef](#) is said to contain pasture-raised grass-fed beef directly from New Zealand, is claimed to guarantee tenderness, and has been hand-selected for consistent eating quality and packed using the EQ system. (South Korea)



## Be transparent on sugar claims

In 2019, [Ministry of Food and Drug Safety](#) has tighten regulation on food labelling and one of the key concerns is sugar. 'Low' or 'No' sugar claims are no longer allowed except under these conditions: less than 5g per 100g or less than 2.5g per 100mL for 'low sugar claim' or less than 0.5g per 100g or 100mL for 'no sugar claim'.



[Peacock No Sugar Lemon Candy](#) uses maltitol syrup



[Jeju Chinhwangyeong Only Jeju Tangerine Juice](#) contains 100% pesticide-free tangerine juice, is made without water, sugar or fructose

# Gut health remains high on the health agenda

Brand are innovating for total [gut health solution](#) and other health benefits.



**Probiotics jelly**  
[Bioti Green Grape Flavoured Chewable Probiotics Jelly](#) contains 1500mg of oligosaccharide including over 57% of galactooligosaccharide, 100mg of vitamin C, 100mg of fish collagen and green grape juice concentrate. (South Korea)



**Probiotics and prebiotics**  
[Peacock Ultra Biotics Yogurt](#) contains 2.8 million probiotics and 8400mg of prebiotics with 50% less sugar. (South Korea)



**Throat health + gut**  
[Korea Yakult HyFresh Ace Drinking Yogurt for Throat](#) is made with mint, quince, pear and lime said to care for throat health and contains 50 billion probiotics and patented lactobacillus, HY2782. (South Korea)

## Plant-based have a potential in South Korea



[Zikooin](#)

According to [Korean Vegan Union](#), vegan is picking up speed in South Korea with 1.5 million people pursuing plant-based diet. There is opportunity to target flexitarian dieters who are pursuing plant-based diet for health reasons.

A number of plant-based start ups are introducing local format meat that will appeal to local consumers. [Zikooin](#), a start up from South Korea, launches Unlimeat from upcycle grains. In addition, [Lotte Mart](#) will be launching their plant-based brand, Gogi Daesin in May 2021.

## Convenience store are paving the way for plant-based meals



CU store plant-based range



7-Eleven 'no meat' meals

## A broader range of categories are starting to offer plant-based options

Plant-based claims in food and drinks grew [214%](#) from a very low base in the year leading to Feb 2021 versus a year ago.



**Dumpling**  
[Sajo Daerim Sun Vegan 0.6 Chaedam Dumpling](#) is said to be filled with five mixed vegetables of chives, green onions, cabbages, carrots and garlic, and wrapped with 0.6mm thin and chewy dumpling sheet. (South Korea)



**Ice-cream**  
[Natuur Plant-Based Cashew & Vanilla Ice Dessert](#) is described as a pure plant-based frozen dessert that contains 4.5% roasted cashew nut paste and 0.4% natural vanilla flavouring. (South Korea)



**Ready meals**  
[Lotte Foods Zero Meat Veggie Hamburger Steak Filled with Mashed Potato](#) is high in protein, which contains 11g vegetable protein, provides 5g dietary fibre and 0% cholesterol, and comes with sauce, which is made with vegetable ingredients. (South Korea)

## The opportunity

South Korean consumers are health conscious and are continuing to incorporate more greens into their diet. Brands can help guide consumers towards a healthier lifestyle with more transparency in ingredients, explain how it will benefit the consumers from sugar or sodium content to the functional benefits it will have for consumers.

Meet the Expert

Thank you!

Q&A

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# Meet the Expert



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# THE APPENDIX

## Aid the environmental effort

South Koreans, like Australians, over-indexed on the statement, with 62% saying that they tried to [act in a way that was not harmful to the environment](#) (Australians factored in at 66%).

As such, it could be useful for brands to consider more sustainable packaging and production options, and highlighting the environmental benefits of choosing their product over others.



[E-mart Inc](#) introduced refill stations for household products



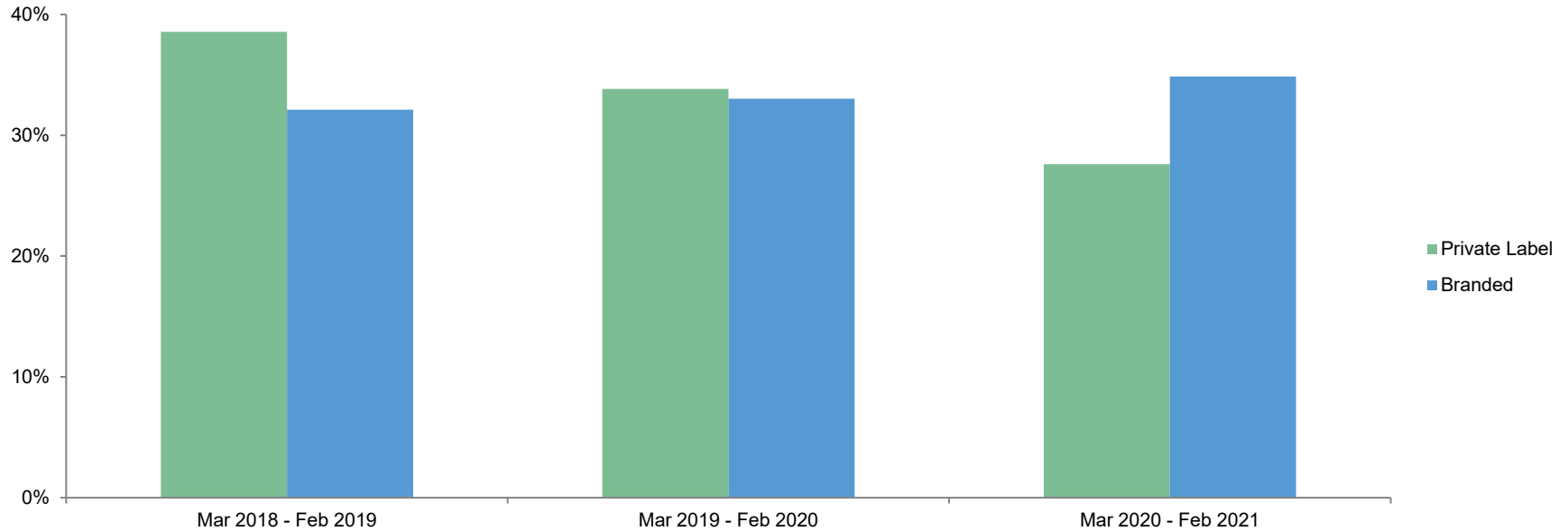
[Olive Young's Clean Beauty label](#) highlights sustainable products

*Base: 1,000 internet users aged 18+ (Taken from Mintel's The Global Consumer)*

*Source: Dynata/Mintel, Mintel Trends*

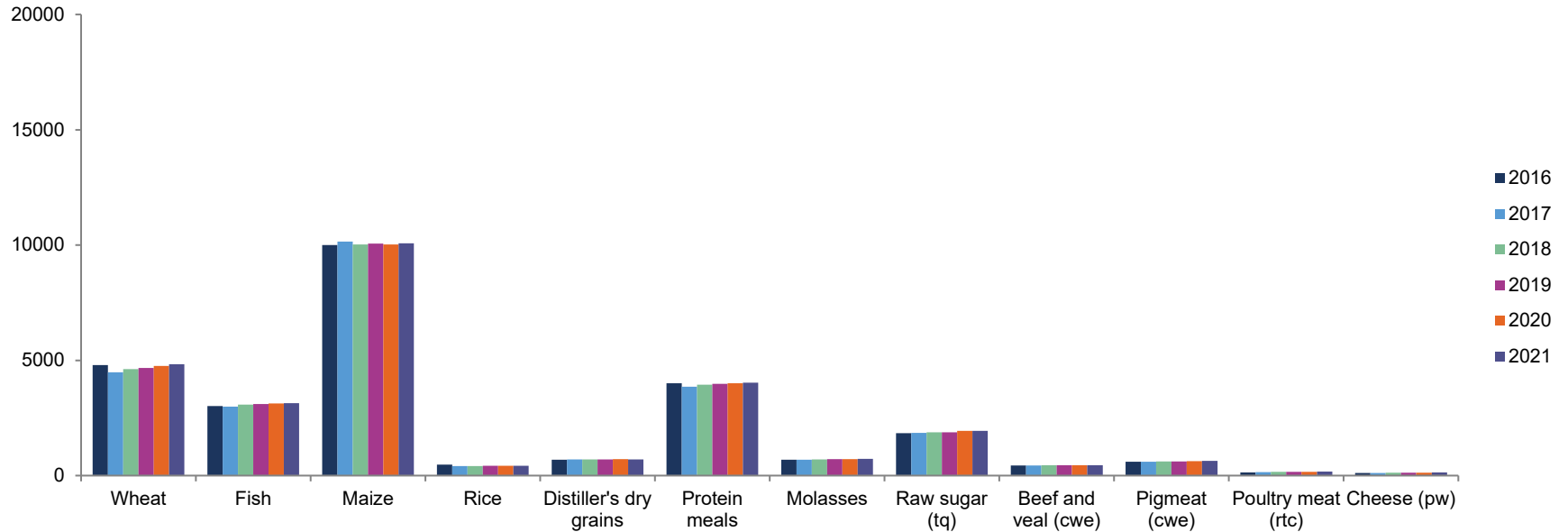
# In South Korea, there are more launches in products from branded labels instead of private labels

South Korea: Food and drink launches by private label or branded, March 2018 - Feb 2021



# Grains and meat are top imported agriculture commodities in South Korea

South Korea: Top imported commodities by tonnage, 2016- 2021



Base: Measurement by thousands

Source: [OECD](#)



Read on [mintel.com](#)

# Sauces and seasoning brands in the Philippines are promoting the use of air fryers

MAGGI Philippines has developed recipes specifically for air fryer cooking

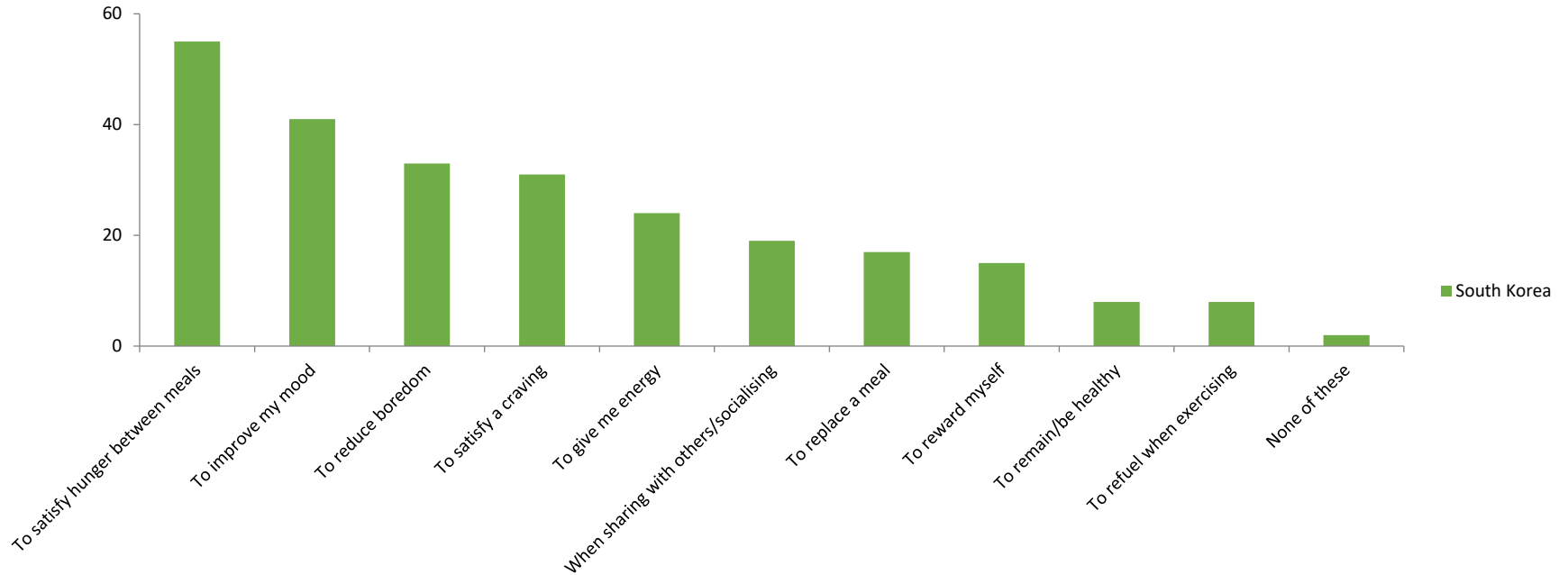


Magical Air Fried Chicken Wings are first marinated with Maggi Savor Hot Chili.



Air Fried Lechon Pork Belly with Magic Sarap All-In-One Seasoning Granules

## South Korean consumers snack for a multitude of reason but primarily to satisfy hunger and improve mood



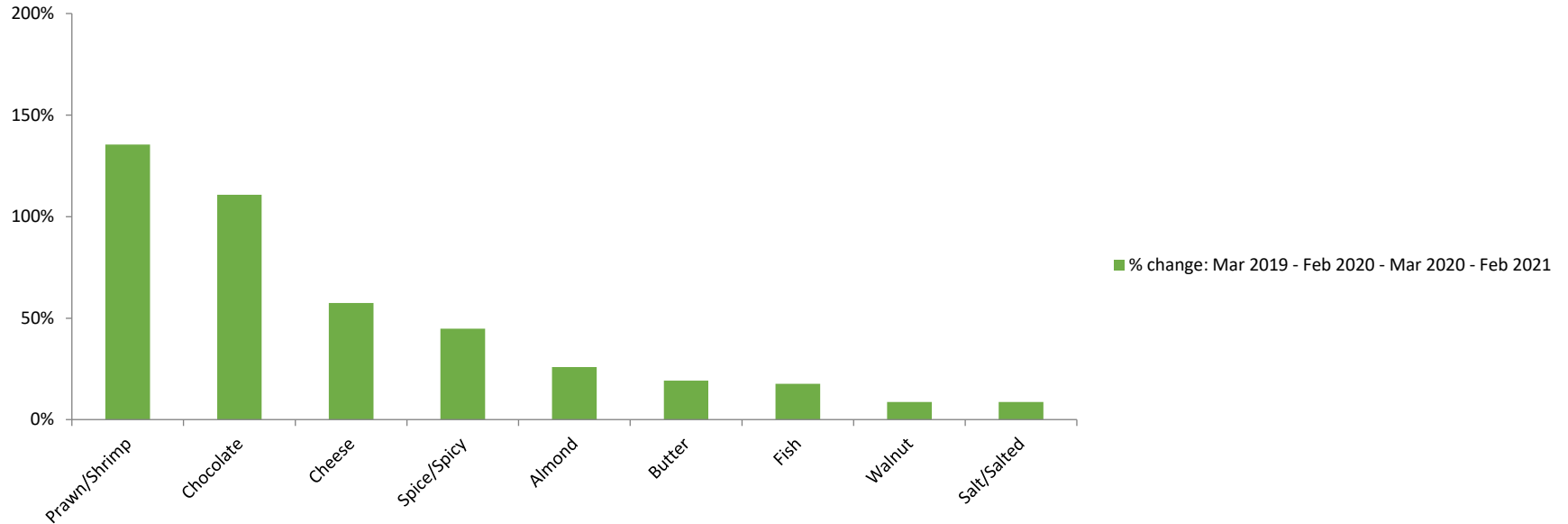
Base: 944 internet users aged 18+ who snack

Source: [South Korea - Dynata/Mintel](#)

Read on [mintel.com](#)

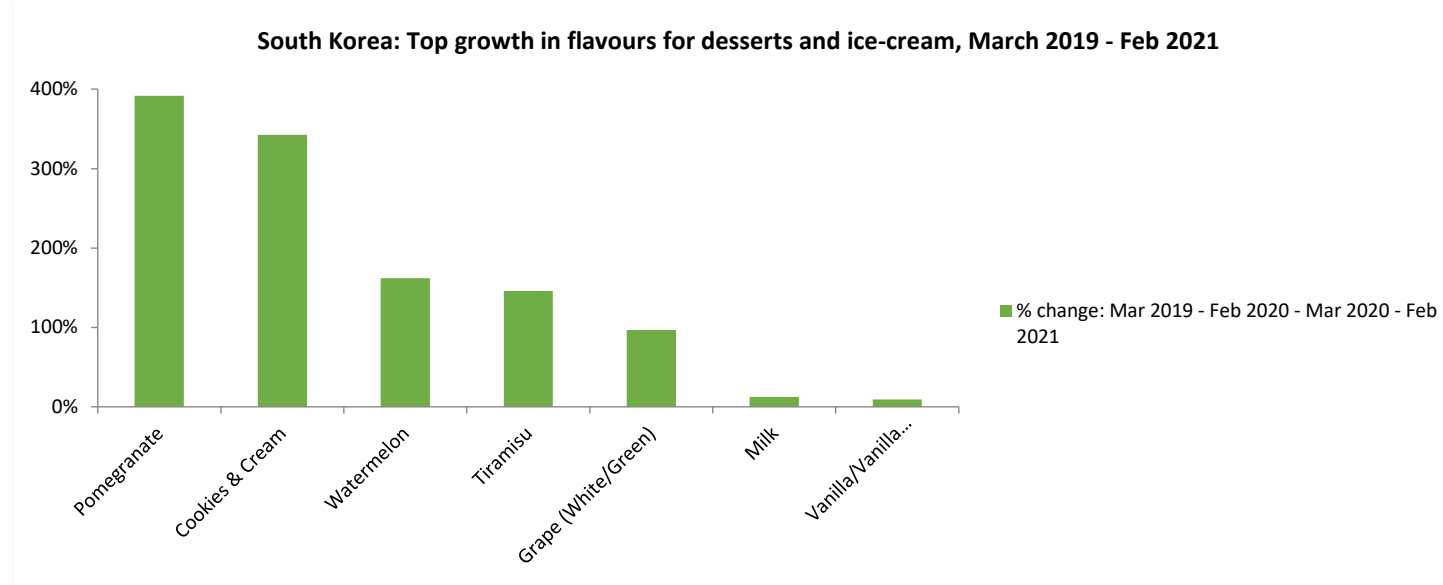
# Salty snacks: Seafood, sweet and cheese are growing flavours

South Korea: Top growth in flavours for salty snacks, March 2019 - Feb 2021



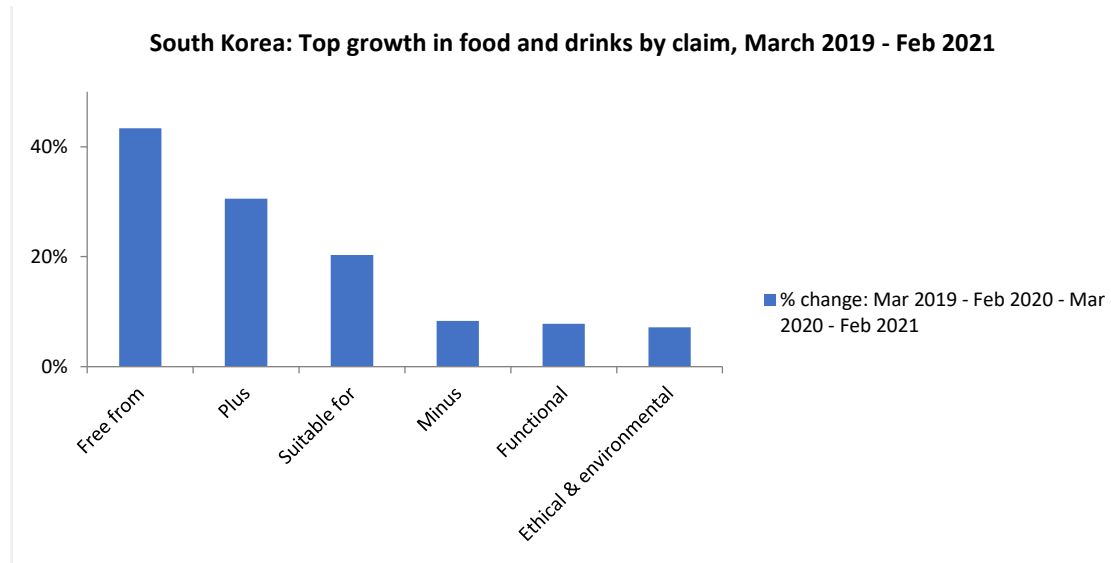
# Fruit flavour is growing in desserts and ice-cream category

Pomegranate, an imported ingredient which grew [64%](#) in 2020 versus a year ago, is a popular flavour in indulgent category.





## Clean label and plus claims are trending in South Korea



Consumers are treating their bodies like an ecosystem and seeking solutions that complement their personal health and evolving needs. The shift towards naturality has been emerging for some time, yet a new outlook is emerging that sees the power of nature through a science-led lens.

Brands can look to offer clean and better-for-you food and drink as South Korean consumers are moving towards taking care of their health holistically.

## Labnosh offers balance and nutritious meal in a bottle



[Labnosh Foodshake](#)

[Labnosh](#), a South Korean food tech company, offers complete meal in a bottle with different flavours targeting women in 20s and 30s. Each bottle is said to have:

- 18% carbs, 32% protein and 14% fat (no trans fat), covering all three major nutrients.
- Up to 28% of daily fibre requirements
- Intake of 15 types of vitamins and minerals made easy

This is relevant as [20%](#) of South Korean women aged 25-44 shop for food that is a source of vitamins/minerals.