



SOUTH KOREA

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RETAIL TRENDS

Hypermarkets became innovative to create a unique experience for consumers. More and more grocery stores are opening; and omni-channel and mobile market are growing.

CONSUMER TRENDS

Online and mobile shopping are booming. Consumers like experiencing new things. They seek for healthy, delicious and easy to cook products.

TREND 1: FOOD MATERIAL

This year, one of the food trends was **functional food** as people prefer **healthy food**. In particular healthy products that use domestic food **raw materials** like ginseng or goji.

Black Choco Crunch

Brand: Geumheuk

Launch date: 09/2015

Category: Grocery

Family: Biscuits



General description: Black ginseng is high-quality food wherein ginseng is dried and steamed nine times. Black Choco Crunch uses healthy food material. Made with Korean brown rice and 1% of GAP-certified Kujeungkupo black ginseng powder, its crunch texture and savory flavor are loved by all age groups.

Why is this product a success? Firstly it uses a small package, it's the best thing for consumers as they can easily eat. Secondly usually ginseng tastes bitter. But putting chocolate in it makes it delicious. At last, it is a crunchy nutritional 'snack' with black ginseng.

TREND 2: PROMOTING THE MARKET ZONES

The South Korean population is about 52 millions and out of these, there are about 45 million people using a smartphone and they might have one SNS account or more than that. They follow famous celebrities or upload their daily activities. After that other people watch it, similarly the SNS can also be used to purchase products. **So most Korean companies are now doing SNS marketing.** It is a new way to expand the market share of new products in Korea.

HONEY BUTTER CHIP

Brand: HAITAI-Calbee

Launch date: 08/2014

Category: Grocery

Family: Biscuits



General description: With its sweet and salty taste, Honey butter chip suits perfectly the taste of young people.

Why is this product a success? Honey butter chip started to be known as chips liked by celebrities thanks to Instagram. As a result, even the people who didn't know about Honey butter chip, started to be curious about its taste. It gained much more popularity than other chips. As a result it's sold everywhere!



TREND 3: TRADITIONAL & RENOVATION

Tradition has become high-class. It focuses on food material and packaging is also luxurious. In particular, Korean traditional liquor has been presented with a new look. Korean traditional liquors have been represented with characteristic fragrances and distinct stories.

ANDONG

Brand: Hemosu

Launch date: 10/2015

Category: Beverages

Family: Alcoholic Beverages, Appetizers

General description: "Embrace master's dignity." Produced from 500 years of master's tradition. Natural bedrock water from 270 m underground and 100% Korean rice makes for a pure and delicate scent and leaves an aftertaste for a long time.

The initial feeling is of a tangy flavor with a strong grain, and the final feeling is bright and soft with an aroma of pears. Despite its high alcohol content, it is smooth. Its natural flavors stand out.

Why is this product a success? Andong has a history. It has been handed down to 25 generations of the Park family in the Andong regions. And high-class packaging in Korea is a recent trend. Also Andong is being globalized because people prefer this product due to its "clean and refreshing taste".





NEW RETAIL CONCEPT

In South Korea, online products cannot be exchanged in the store, even if it was made the same company. But omni channel has made this possible. Also the product can be delivered, after shopping at the store. Or you can get it from the store after purchasing the product through a mobile phone. In the case of the mobile market, even teenagers have their own smartphones, so it shows the high market share of the mobile market..

DO NOT MISS

Emart town, Ilsan. That is the first complex mart for experience and entertainment in South Korea.

Hyundai department store, Pangyo. It has the largest grocery in our country. Department stores mainly sell fashion items, but Pangyo hyundai department store focuses on food.

Orga Whole Foods, Bangi. It is an eco-friendly specialty store for enhancing the value of food materials.