

**SIAL** Paris  
INSPIRE FOOD BUSINESS

nielsen  
.....



# SOUTH KOREA







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## IDENTITY CARD



SURFACE

100 266 KM<sup>2</sup>



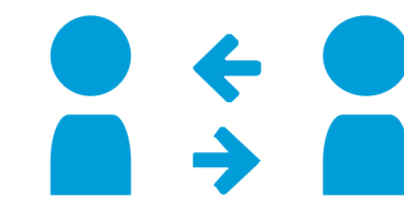
CAPITAL

SEOUL



POPULATION

50,617,045



LANGUAGE

KOREAN

GDP PER CAPITA (USD) 27,221 €

TOP 3 EXPORT CHINA, USA, JAPAN

TOP 3 IMPORT CHINA, JAPAN, USA

CURRENCY WON



RELIGION

32% Christians

24% Buddhists

## GROCERY SHOPPING

55%

ENJOY SHOPPING FOR GROCERIES

FMCG VALUE SALES TREND



0.8%

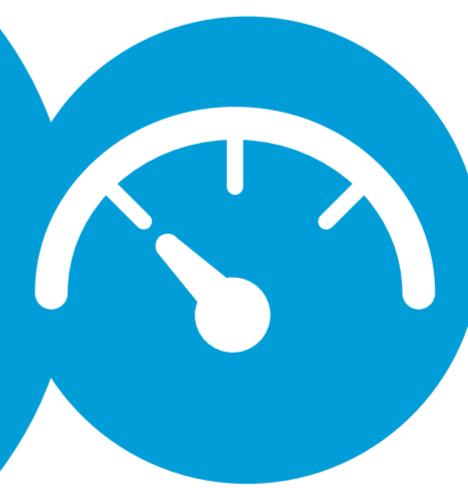


## CONFIDENCE INDEX

CONSUMER CONFIDENCE INDEX



45



14%

THINK THE STATE OF THEIR OWN PERSONAL FINANCES IN THE NEXT 12 MONTHS WILL BE GOOD OR EXCELLENT

COMPARED TO THIS TIME LAST YEAR...

68%

HAVE CHANGED THEIR SPENDING TO SAVE ON HOUSEHOLD EXPENSES

43%

HAVE SWITCHED TO CHEAPER GROCERY BRANDS

55%

HAVE CUT DOWN ON TAKE-AWAY MEALS

21%

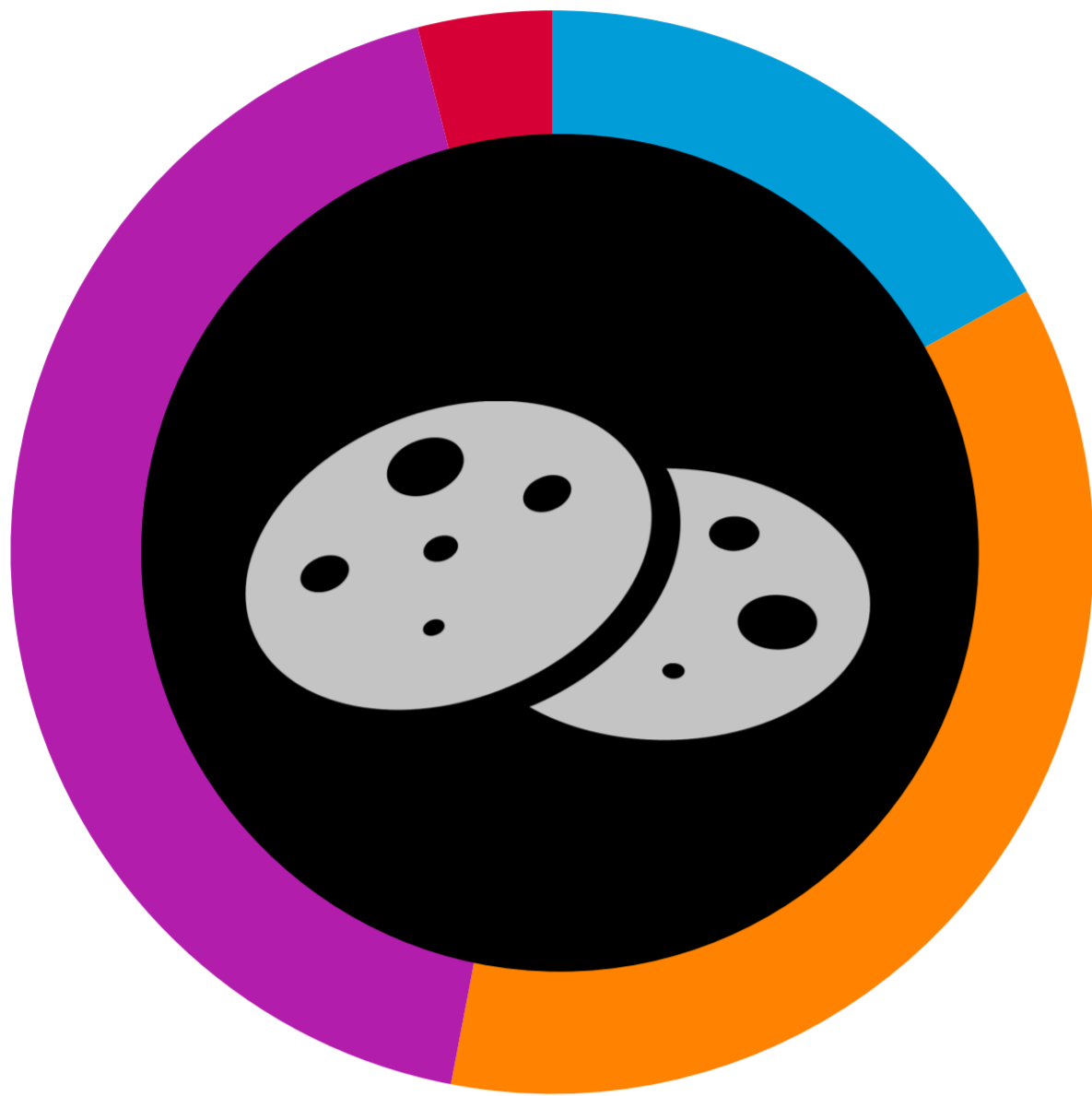
HAVE CUT DOWN ON OR BUY CHEAPER BRANDS OF ALCOHOL



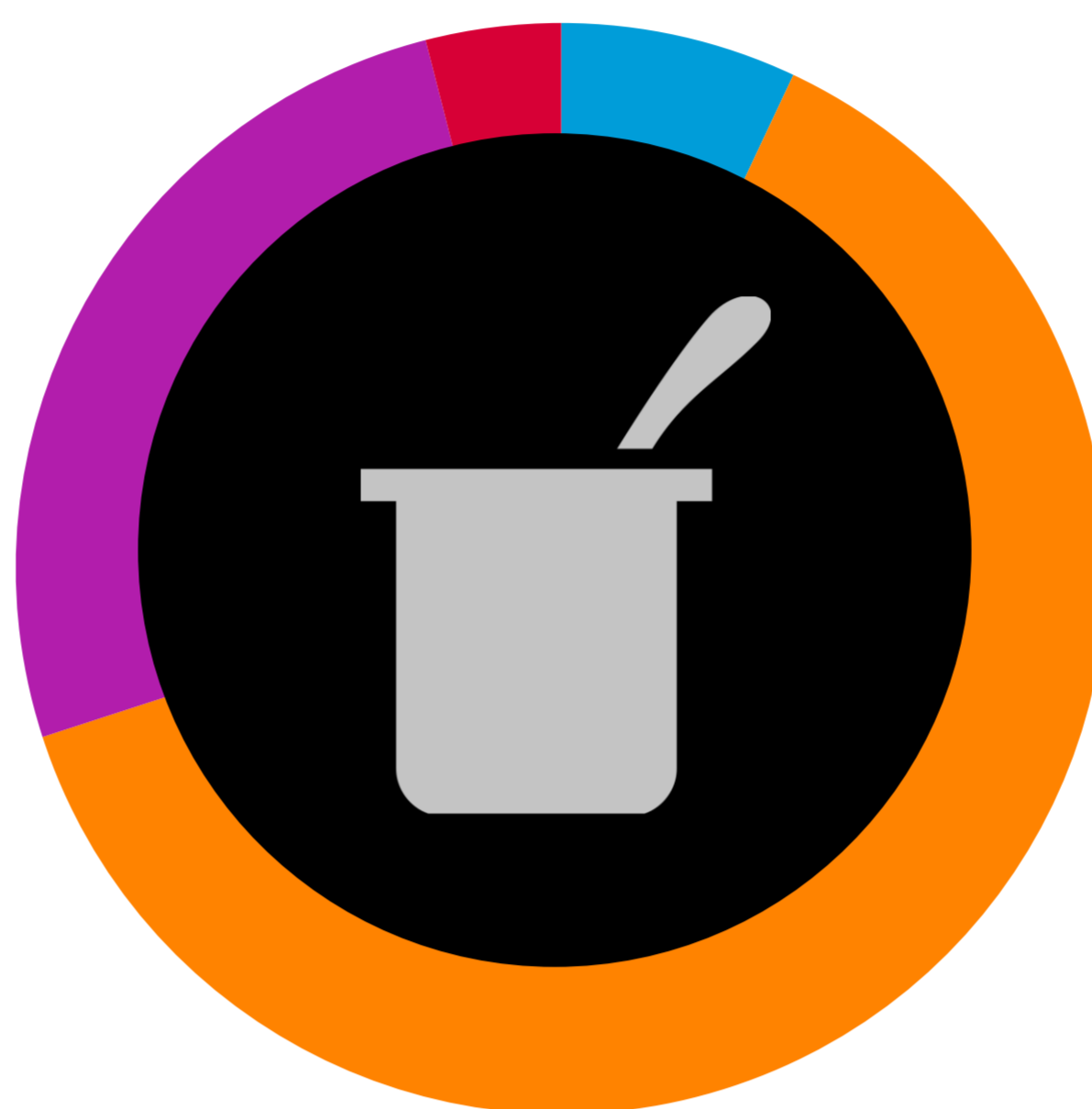
# SOUTH KOREA

## BRAND ORIGIN PREFERENCES

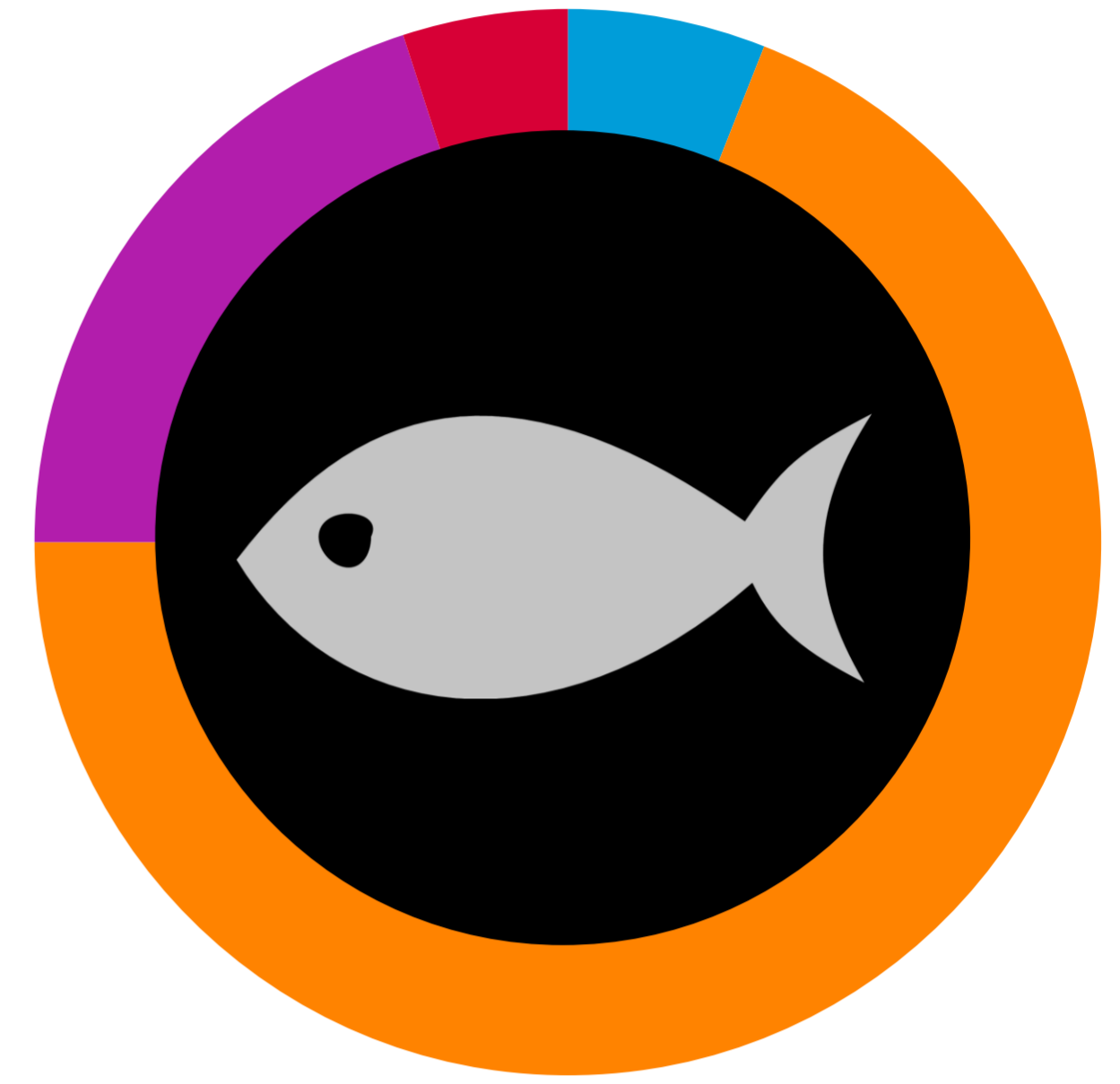
COOKIES  
BISCUITS



YOGHURTS



SEAFOOD



■ Prefer Global Brands  
■ Not important

■ Prefer Local Brands  
■ I don't buy this category

## FOOD INGREDIENTS



**51%**  
WANT MORE  
ALL NATURAL  
PRODUCTS

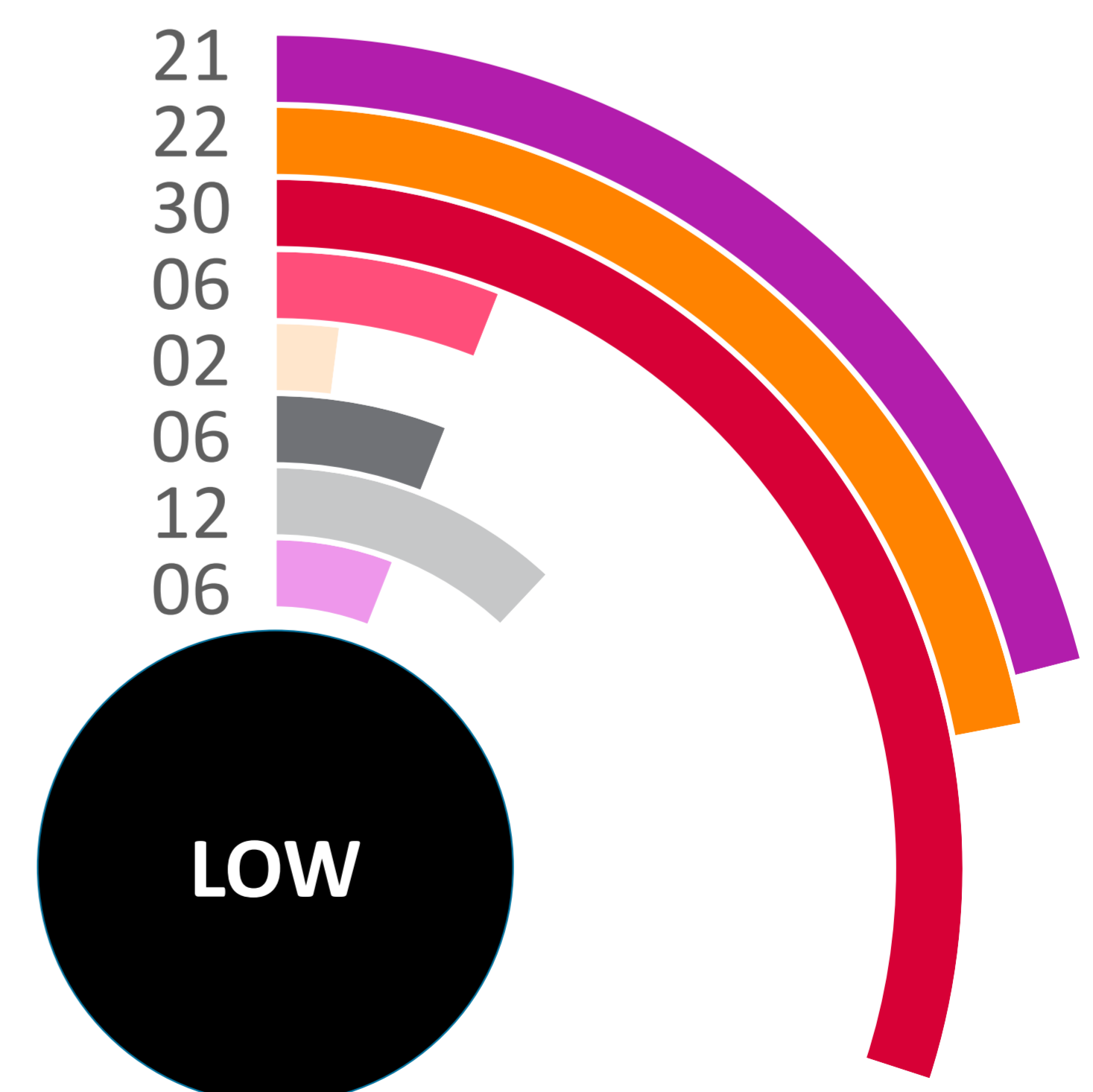
**21%**

LIVE IN AN HOUSEHOLD  
WHERE SOMEONE SUFFERS  
FROM A FOOD ALLERGY OR  
INTOLERANCE



FOLLOW A SPECIAL DIET THAT LIMITS OR RESTRICTS  
SPECIFIED FOODS OR INGREDIENTS

- LOW FAT
- SUGAR CONSCIOUS
- LOW SODIUM
- VEGETARIAN
- HALAL
- GLUTEN FREE
- LOW CARBOHYDRATE
- LACTOSE FREE



LOW





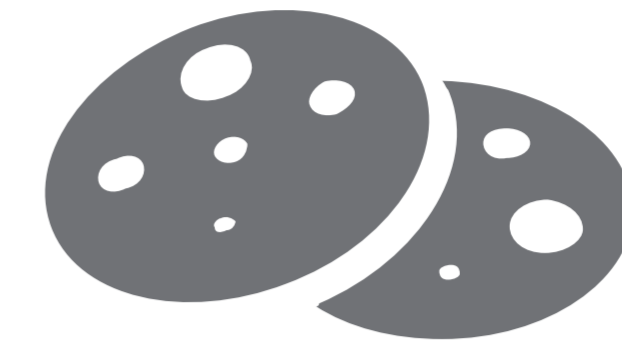
# SOUTH KOREA

## SNACKING

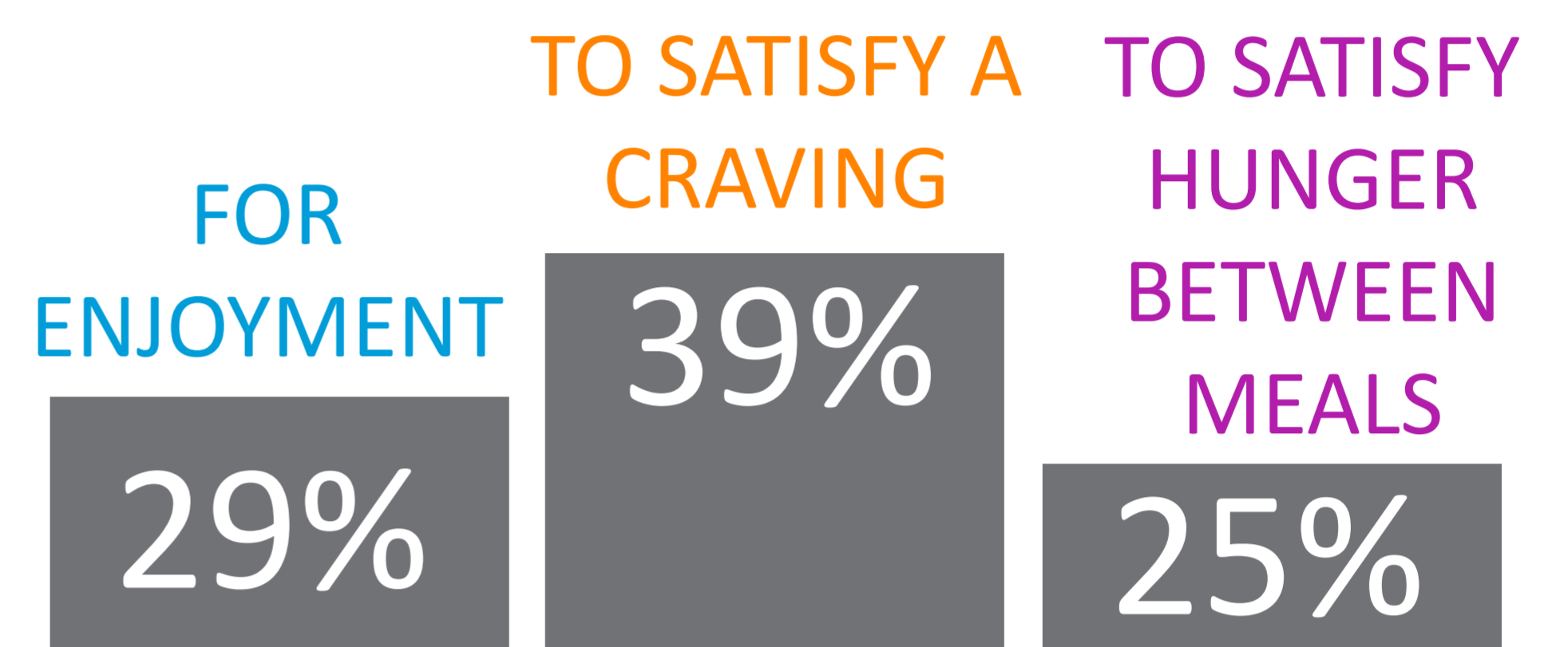


IN WHICH OUTLET DO YOU OFTEN BUY SNACKS?

MASS-MERCHANDISERS /HYPERMARKETS	37%
DISCOUNT/DOLLAR STORES	28%
CONVENIENCE STORES	19%
GROCERY/FOOD SUPERMARKET STORES	14%
WAREHOUSE CLUB STORES	14%



THINKING ABOUT THE SNACKS YOU ATE IN THE LAST MONTH, WHY DID YOU CONSUME THESE SNACKS?

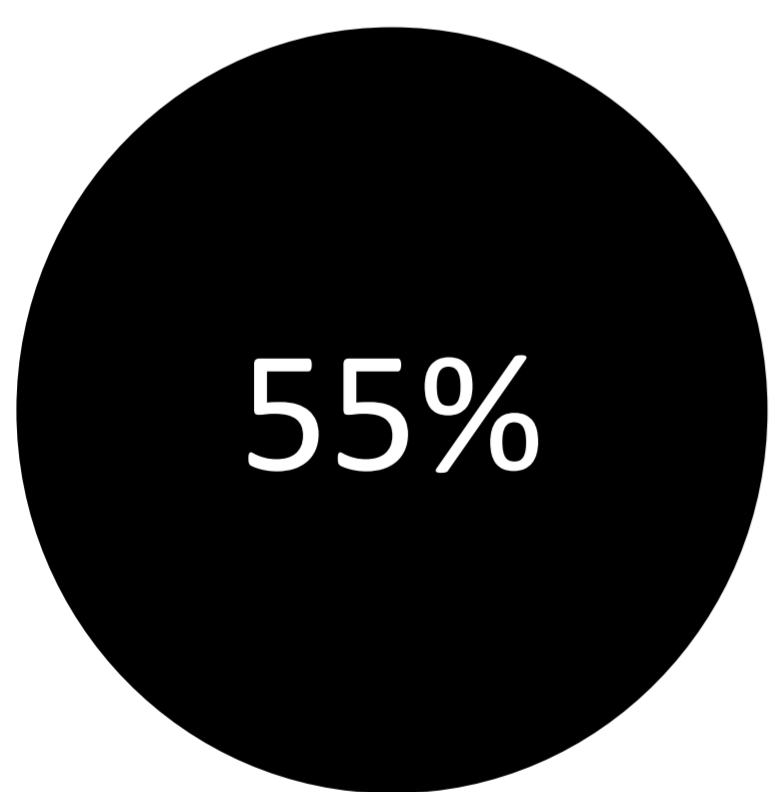


THINKING ABOUT THE SNACKS YOU EAT, WHICH HEALTH ATTRIBUTES ARE VERY IMPORTANT TO YOU? (TOP 3)

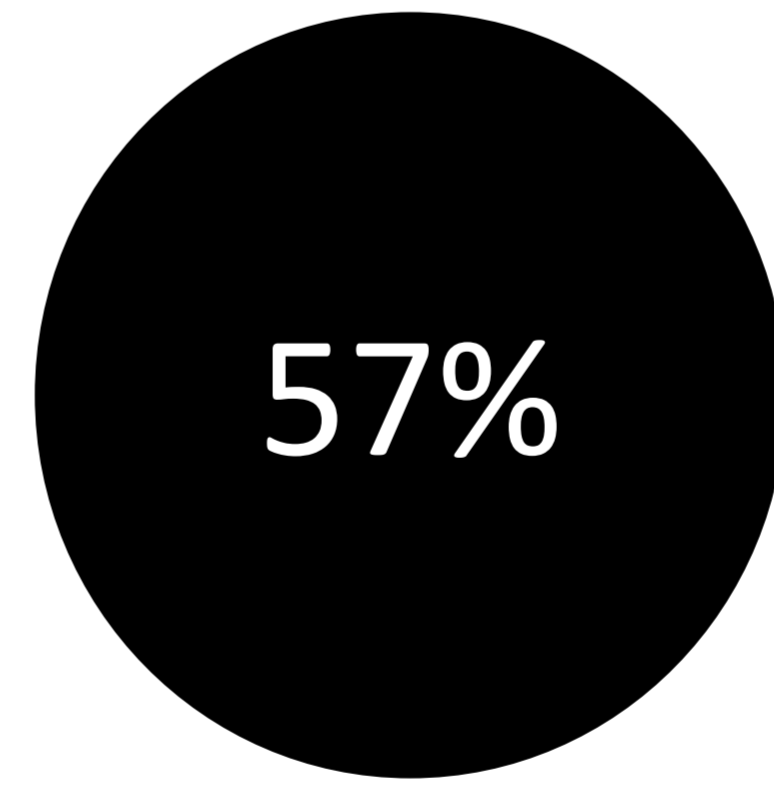
55%  
AGREE THAT MOST OF THEIR SNACK PURCHASES ARE  
**UNPLANNED**



## DIETS



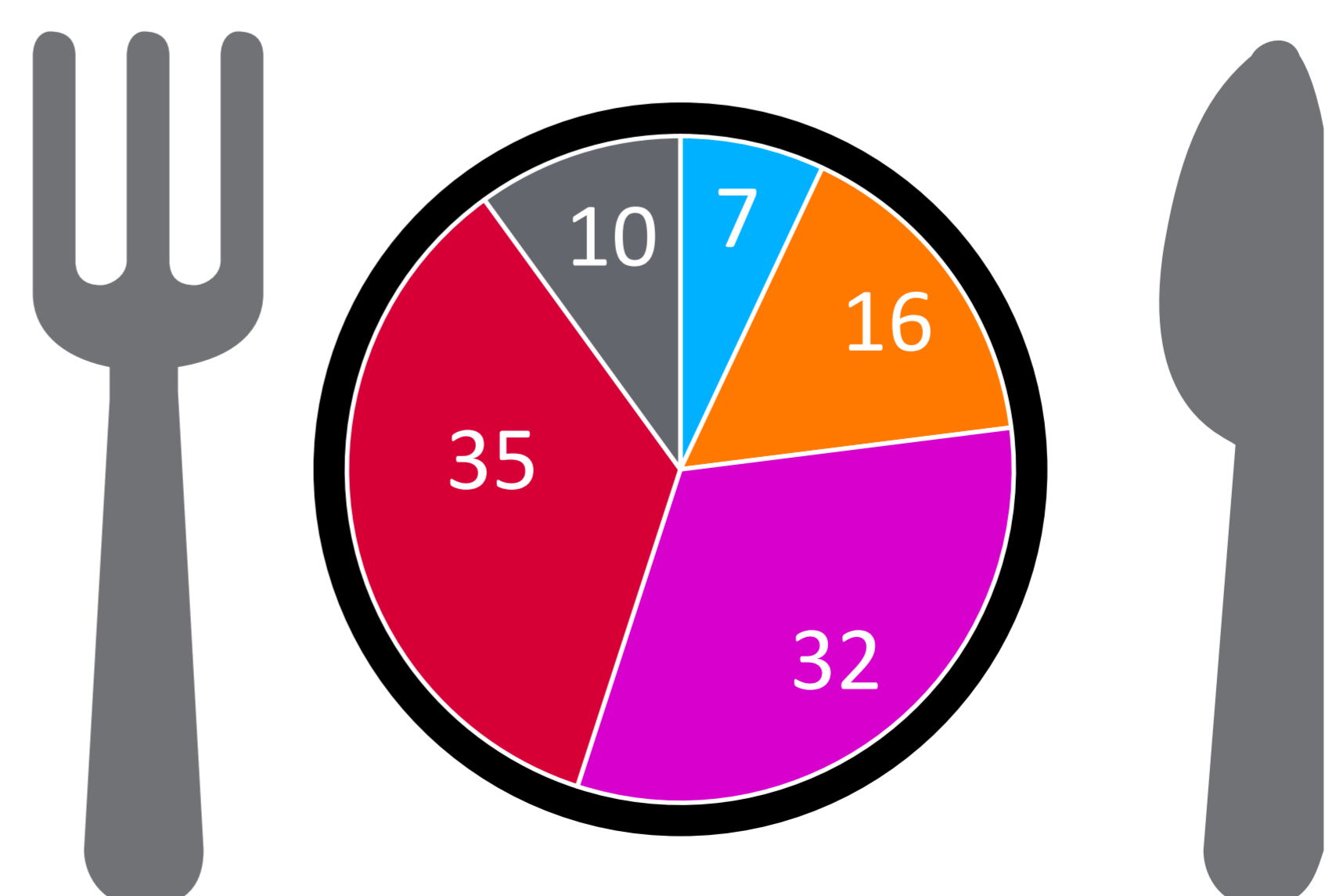
CURRENTLY TRYING TO LOSE WEIGHT



OF WHICH CHANGING THEIR DIET

## OUT OF HOME

FREQUENCY OF DINING OUT



- ONCE A DAY OR MORE FREQUENTLY
- ONCE OR TWICE A WEEK
- LESS THAN ONCE A MONTH OR NEVER
- 3 TO 6 TIMES A WEEK
- 1-3 TIMES PER MONTH





# GUIDE

## DATA SOURCES

### Nielsen Global Survey

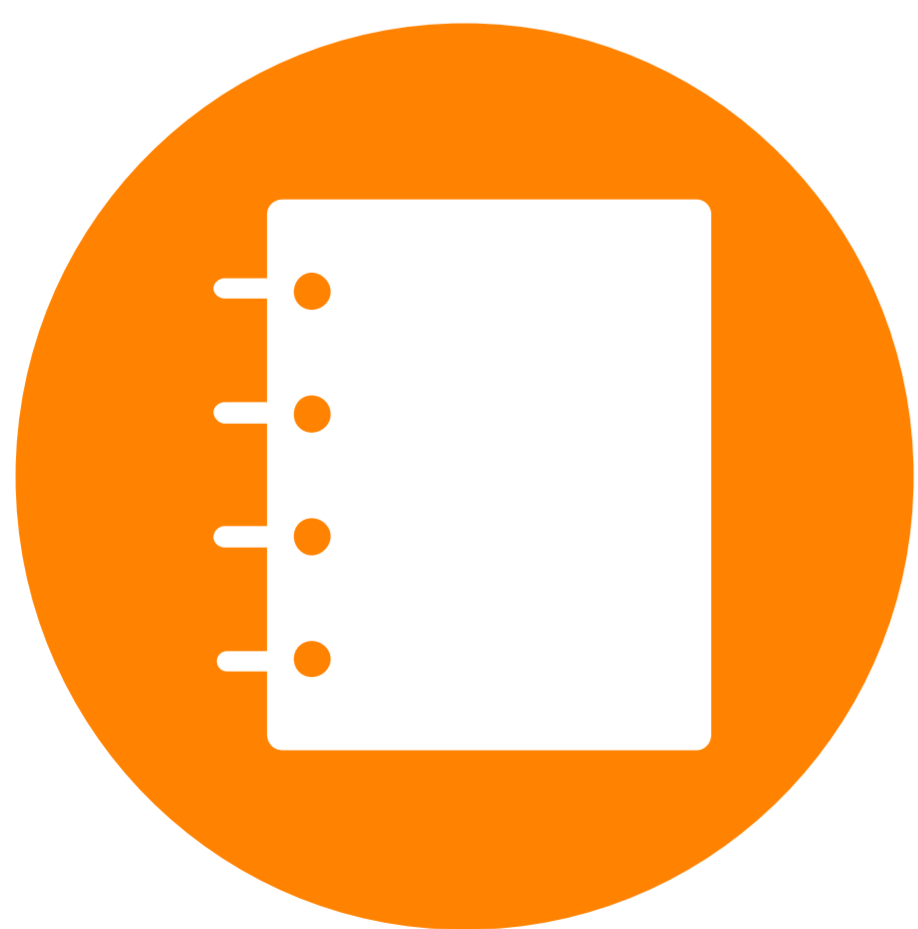
The survey, which includes the Global Consumer Confidence Index, was established in 2005 and measure Consumer Confidence and Spending Intentions. The survey poll every quarter more than 30,000 online consumers in 63 countries. The sample has quotas based on age and sex for each country based on their Internet users.

Consumer Confidence and Spending Intentions is a quarterly survey, with latest update conducted May 9–27, 2016. Consumer confidence levels above and below a baseline of 100 indicate degrees of optimism and pessimism, respectively.

- The Nielsen Global Health and Ingredient-Sentiment Survey was conducted March 1-23, 2016.
- The Nielsen Global Out-of-Home Dining, Brand-Origin and Retail-Growth Strategies Surveys were conducted Aug. 10–Sept. 4, 2015.
- The Nielsen Global Health & Wellness Survey was conducted between Aug. 13 and Sept. 5, 2014
- The Nielsen Snacking Survey was conducted between Feb. 17 & March 7, 2014.

### Other Nielsen data

- Number of stores: source is Nielsen TradeDimensions, a continuous tracking of distribution landscape.
- Sales change% for FMCG (Fast Moving Consumer Goods, between 2014 and 2015): source is retail panel Nielsen ScanTrack.



### Other sources

Surface, religions: Planète Expert  
GDP: World Bank  
Countries for import & export: Trade Map

