



Foreign Agricultural Service
U.S. Agricultural Trade Office



FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

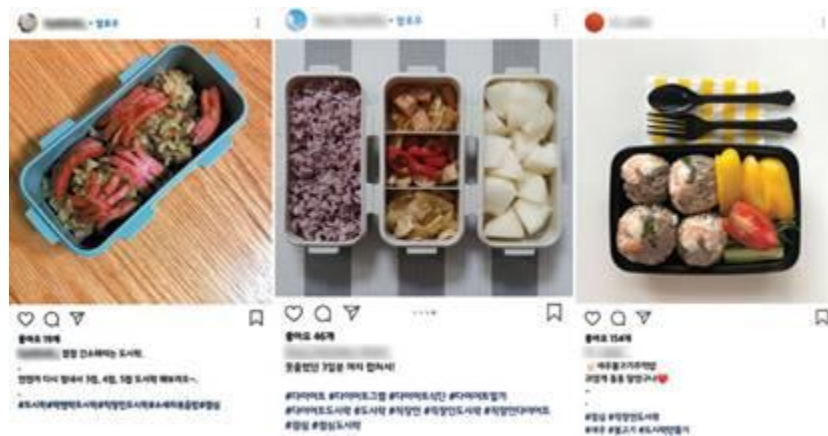
Today's Date: **Thursday, October 11, 2018**

For Coverage: **October 4 ~ 11, 2018**

More Office Workers Bring Lunch Boxes for Healthy Diet and Individualized Taste/Lifestyle

<http://news.donga.com/3/all/20181011/92343793/1>

Summary: SNS articles under the theme of 'healthy, home-made lunch boxes for office workers' are on a surge, indicating on-going trend of seeking healthy diet outside the home among young consumers. Many people are actively promoting home-made lunch boxes by sharing photos and recipes of their lunch boxes on social media sites on a daily basis. Marketers also point out that the trend reflects Korean consumers' increased interest in enjoying individualized tastes/lifestyles.



Males in Their 40's are the Top Coffee Drinkers, Neilson Koera Survey

<http://news.hankyung.com/article/2018101004301>

Summary: Neilson Korea reported that males in their 40's are the top coffee drinkers in Korea according to its recent consumer survey. Fifty six percent of Korean adults consume one cup or coffee or more each day. Males consume 9.6 cups of coffee a week on average and females consumes 9.0 cups a week. In particular, people in their 40's were the top coffee drinkers, consuming 10.2 cups a week, followed by people in their 50's (9.8 cups) and 30's (9.7 cups). Six out of ten people have specific coffee brands/shops that they prefer over others, indicating more personalized coffee tastes among consumers.

Cat Food Segment Leads Growth of Pet Food Market in Korea

<http://news.hankyung.com/article/2018100705481>

Summary: According to Euromonitor, the number of dog and cat pets in Korea totaled 4.0 million and 1.5 million respectively in 2017, up 9.3 percent and 54 percent from 2014. In particular, the increase of cat pets has been remarkable as the number of cat pets recorded 25.4 percent of compounded annual growth since 2012. Pet industry analysts point out that cat pets better suit on-going Korean lifestyle trends, such as increase of single member households, apartment living, and silver population. Reflecting the increase of cat pets, the cat pet food industry is also reporting a strong sales growth. According to Dongwon F&B data, the cat pet food industry generated 197 billion won of sales in 2017, up 20.9 percent from the previous year.

Koreans Look for Hotter, Spicier Foods to Deal with Life Stresses

<http://news.donga.com/3/all/20181005/92265783/1>

Summary: Koreans are incorporating more hot, spicy foods in their daily diet and snacking as a way to deal with elevated stresses in their life. Many marketers and consumers agree in common that their appetites have changed a lot in recent years to accept hotter and spicier foods without realizing the trend. They say that it might be due to introductions of new, foreign spicy ingredients in the market (such as hotter peppers from new origins) or exposures to SNS articles and TV programs under the theme of hotter, spicier recipes. Many of them recognize potential health problems of eating hot, spicy foods but they intend to continue on their journey for hotter, spicier foods as the experiences help them relieve the high level of stress that they currently face in their life.



Lotte Mart Promotes Canadian Lobsters

<http://news.donga.com/3/all/20181004/92264796/1>

Summary: Lotte Mart, a leading large-scale hypermarket grocery store chain in Korea, launched a special sales promotion on Canadian lobsters on October 4. The promotion which will last until October 10 offers lobsters at 9,800 won per head (about 450 gram).



The information in this report was compiled by the [Agricultural Trade Office](#) (ATO) at the U.S. Embassy in Seoul, South Korea. The press summaries contained herein do NOT reflect USDA, the U.S. Embassy, or other U.S. government agency official policy or view point. U.S. food exporters can learn more about market opportunities in South Korea by reviewing ATO Seoul's [Exporter Guide](#) and other reports available at www.fas.usda.gov by clicking on "attaché reports."