



Foreign Agricultural Service
U.S. Agricultural Trade Office



FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Friday, January 17, 2020**

For Coverage: **January 8 ~ 17, 2020**

Korean Consumers Prefer Iced Coffee Regardless of Season

https://www.ytn.co.kr/in/0102_202001151126512566

Summary: Ediya Coffee, a leading café franchise in Korea, reported that iced coffee accounted for 60 percent of its sales in 2019, up from 57 percent in 2015. Hot coffee continued to lose market share, falling from 34 percent in 2015 to 27 percent in 2019. Ediya said that Korean consumers are increasingly choosing iced coffee over hot coffee regardless of the season.

Kakao Talk Reports \$2.2 Billion in Mobile Gift Sales, Up 40%

<https://www.hankyung.com/economy/article/2020011500261>

Summary: Kakao Talk, the leading on-line messenger application in Korea with 45 million users, reported that its sales of mobile gift products amounted to 2.5 trillion won (about \$2.2 billion) in 2019, up 40 percent from the previous year. Starbucks coffee coupons was the leading gift product that Kakao Talk users purchased for gifting to other users. Other leading gift products purchased included cakes, ice cream, and ready-to-cook meals. Kakao Talk works with 6,000 suppliers currently and offers a variety of food and non-food products and services for gifting. Other leading on-line retailers and social media platforms, such as SSG.com and Timon, are making efforts to expand gift product sales.

Natural, Vegan, Single Life ... New Themes for Lunar New Year's Day Gifts This Year

<http://www.donga.com/news/article/all/20200113/99210202/1>

Summary: While the market is flooded with various food gift products targeting the coming Lunar New Year (January 25-27), high-end department stores are focusing on premium themes to attract affluent target consumers. In particular, product themes picked by the department stores this year include natural, vegan and single life. These themes reflect increased consumer attention to environmental issues and easy life styles. For example, Shinsegae Department Store offers natural, vegan wine gift sets. Galleria Department Store offers fair-trade coffee sets. Hyundai Department Store has expanded its gift offers of premium beef and fish in single-serve packs. Lotte Department Store offers premium steak gifts in single-serve packs.

Hangover Products Continue to Expand Sales ... \$210 Million in 2019, AC Neilson

<http://www.donga.com/news/article/all/20200113/99210209/1>

Summary: AC Neilson Korea reported on January 13 that cash-register sales for hangover products in South Korea amounted to 250 billion won (about \$210 million) in 2019, up 10 percent from the previous year. AC Neilson forecasts that hangover product sales will likely continue to grow in the coming year as consumers want to drink but maintain a balanced life. There are an increased number of hangover products in the market, including tablets, powder, jellies, and beverages. 'Condition' drinks by CJ Healthcare and 'Sangqaehwan' globules by Samyang are some of the leading products. Convenience stores and on-line shops are leading the sales of hangover products.

Korea's Wine Imports Set a Record High in 2019 ... Young Consumers Lead the Growth

<https://www.hankyung.com/economy/article/202001082192i>

Summary: Korea's wine imports in 2019 amounted to a record high, \$250 million (industry estimates), up 6 percent from the previous year. Marketers point out that young consumers in their 20's and 30's are responsible for the on-going expansion of wine consumption. It is notable that young wine consumers approach wine quite differently. In particular, they demand convenient and economical consumption. For example, sales of wine in neighborhood convenience stores are growing rapidly. EMART24, a leading convenience store chain, reported that its wine sales increased three times during 2019 (from 200,000 bottles in 2018 to 600,000 bottles). GS25, another chain, reported that it started to offer 'on-line wine order for store pickup' service since December 2019 as more young consumers intend to consume wine at home in an easy, affordable way. A good number of low price wine bars that offer wine by the glass have opened up recently in major metropolitan markets due to strong wine demand by young consumers.

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."