



Foreign Agricultural Service  
U.S. Agricultural Trade Office

Linking U.S. Agriculture to the World  
FAS



## FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Monday, January 28, 2020**

For Coverage: **January 17 ~ 28, 2020**

### ***Health Functional Food Market Reports \$4 Billion of Sales in 2019, Up 3.5 Percent***

<https://www.hankyung.com/it/article/202001224112i>

Summary: Korea Health Functional Food Industry Association (KHFA) reported on January 22 that the functional food market in Korea generated 4.6 trillion won (about \$4 billion) in sales in 2019, up 3.5 percent from the previous year. Red ginseng remained the top selling product with 1.5 trillion won in sales, followed by probiotics (0.64 trillion won), vitamins (0.63 trillion won), and omega-3 products (0.22 trillion won). Probiotics was the fastest growing category over the last three years (39 percent higher than 2017). On the other hand, sales ginseng and vitamins were stagnant. KHFA's survey indicated that over 78 percent of Korean consumers consumed some health functional food in 2019.

### ***January 23 is 'Almond Day', ABC Deploys New Marketing Campaign in Korea***

<http://www.donga.com/news/article/all/20200121/99351478/1>

Summary: Almond Board of California (ABC) hosted a consumer promotion in COEX Gangnam, the largest underground shopping venue in Korea, on January 23, celebrating the launching of 'Almond Day'. The promotion introduced various health and beauty benefits of eating California almonds. ABC explained that January 23 denotes '23 almond kernels a day', the recommended daily diet guideline to obtain maximum health benefits of California almonds.



***Korean Craft Breweries Expand Production Capacity as Liquor Tax Declines***

<https://www.hankyung.com/economy/article/202001145548i>

Summary: Leading craft breweries in Korea are gearing up to capitalize on reduced tax burden under the new volume-based liquor tax system implemented on January 1, 2020. The new liquor tax system has encouraged local breweries to invest further and offer higher quality products at lower prices. For example, KABREW has added two new brewing lines recently with a plan to launch a dozen new products this year. It also plans to add a \$9 million canning facility to improve packaging quality. Jeju Brewery recently quadrupled its brewing capacity so that it can produce an additional 18 million bottles (500 ml) a year. Amazing Brewery has completed a major expansion project in its brewery in Icheon city and formed a new partnership with CJ Logistics to offer its products nationwide in a temperature-controlled environment. Major craft breweries lowered their prices as much as 45 percent in January.

***Koreans Spent 3 Hours and 40 Minutes On Average Using Smart Phones in 2019 ... Doubled Since 2017***

<http://www.donga.com/news/list/article/all/20200117/99262978/1>

Summary: According to an industry survey released recently, the amount of time that Koreans used smart phones per day doubled over the last three years to 3 hours and 40 minutes in 2019. The significant increase in smart phone use has generated outstanding growth in businesses targeting smart phone applications and mobile shopping.

*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](http://www.fas.usda.gov) by clicking on "attaché reports.*