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### **Report Highlights:**

As the 5th largest country export market for the United States, Korea provides a promising market for U.S. agricultural products. In 2022, Korea imported about \$50 billion agricultural and food products from all over the world and the U.S. supplied a fifth of it, ranking number one. Other key suppliers were China, Australia, Brazil, Vietnam, and Thailand. This year, Korea's overall agricultural imports are forecast to fall short of the 2022 value by 10 percent partly due to decreased demand from both the retail and processing sectors. From January to October, the U.S. exports fell below the level of last year's record for the same period, primarily driven by reductions in grain, feed, frozen beef, and dairy product exports. However, U.S. food and agricultural products will continue to be competitive in this market in the long run considering extended consumer interests in quality, safety, and sustainability.

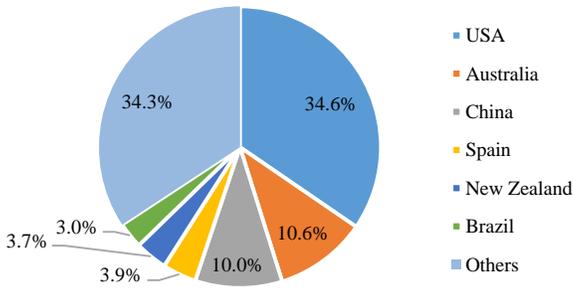
**Market Fact Sheet: South Korea**

**Executive Summary**

South Korea has the 13th largest economy in the world with a GDP of \$1.67 trillion and a per capita GNI of \$32,886 in 2022. It is about the size of Indiana and had a population of 51.4 million in 2022. Over 80 percent of Koreans live in urban areas. Domestic production meets only 46 percent of food demand. Based on Korean import data, South Korea imported \$10.5 billion in agricultural products from the United States in 2022, making it our fifth largest country export market. The U.S. supplies more than a fifth of Korea's agricultural imports.

**Imports of Consumer-Oriented Products**

Korea imported \$19.3 billion in consumer-oriented products in 2022, accounting for 38.4 percent of agricultural imports. There are still many opportunities for U.S. export growth in this segment, including for beef, pork, fruits, tree nuts, dairy products, confectioneries, beverages, and further prepared foods.



**Food Processing Industry**

In 2021, Korea had over 31,300 food processing companies, which generated \$69.1 billion in sales. Korean food processing companies rely heavily on imported commodities and ingredients. Imports of basic and intermediate agricultural products totaled \$20.9 billion in 2022. Seventeen percent (\$3.6 billion) of these imports came from the United States.

**Food Retail Industry**

Korean retail food sales totaled \$131 billion in 2022, accounting for 27 percent of total retail sales. Grocery supermarkets are the leading food retail channel, followed by on-line retailers, hypermarket discount stores, convenience stores, and department stores. On-line retailers and convenience store food sales are expected to grow faster than other channels over the next 5-10 years. The rapid expansion of on-line retailers is forcing conventional retail channels to restructure space and devise new strategies to attract consumer traffic.

**Quick Facts CY 2022**

**Imports of Ag. Products from the World**

- Basic Products US\$8.8 billion
- Intermediate Products US\$12.2 billion
- Consumer-Oriented Products US\$19.3 billion
- Forest Products US\$3.5 billion
- Seafood Products US\$6.5 billion
- Total US\$50.2 billion

**Top 10 Consumer-Oriented Ag. Imports from the World**

- 1) Beef \$4.2B
- 2) Food Preparations \$2.3B
- 3) Pork \$2.0B
- 4) Alcoholic Bev. \$935M
- 5) Cheese and Curd \$800M
- 6) Preserved Fruits, Nuts \$453M
- 7) Poultry Meat \$452M
- 8) Bakeries \$419M
- 9) Preserved Vegetables \$389M
- 10) Chocolates \$363M

**Top 10 Growth Consumer-Oriented Ag. Imports**

Vegetables under HS0703, Alcoholic Bev., lamb, butter, mineral waters, beef, processed fruits & nuts, coffee

**Food Industry by Channels**

- Retail Food Industry US\$130.9 billion (2022)
- HRI Foodservice Industry US\$131.7 billion (2021)
- Food Processing Industry US\$69.1 billion (2021)
- Food & Agricultural Exports US\$11.2 billion (2022)

**Top Korean Retailers**

EMART, LOTTE Mart, HOME PLUS, COSTCO, GS Retail (GS Super, GS25), BGF Retail (CU), Korea Seven, E Land Retail, Lotte Department Store, Shinsegae Department Store, Hyundai Department Store, Hanwha Galleria, CJ O Shopping, GS Home Shopping, SK Planet, Ebay Korea, Coupang

**GDP/Population (October 2023)**

Population: 51.6 million  
 GDP: US\$ 1.7 trillion  
 GDP per capita: US\$ 33,150

**Strengths/Weaknesses/Opportunities/Challenges**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>- Well established market with modern distribution channels</li> <li>- Consumer income level continues to increase</li> </ul>	<ul style="list-style-type: none"> <li>- High logistics cost to ship American products</li> <li>- Consumers have limited understanding of American products</li> </ul>
<b>Opportunities</b>	<b>Challenges</b>
<ul style="list-style-type: none"> <li>- Strong consumer demand for value, quality, and diversity</li> <li>- KORUS FTA reduces tariff barriers for American products.</li> </ul>	<ul style="list-style-type: none"> <li>- Elevated competition from export-oriented competitors</li> <li>- Discrepancies in food safety and labeling regulations</li> </ul>

**Data and Information Sources:** Korea Ministry of Food & Drug Safety, Korea National Statistics Office, Korea Int'l Trade Association, Global Trade Atlas, CIA Factbook, The Bank of Korea. To the greatest extent possible, the latest available statistics are used in this publication.

**Contact:** U.S. Agricultural Trade Office Seoul (atoseoul@usda.gov)

## SECTION I. MARKET OVERVIEW

**A. Key Demographic Trends:** South Korea (hereafter referred to as Korea) is roughly the size of Indiana and has a population of 51.6 million, an estimate as of November 15, 2023. Korea has the lowest birthrate in the world, reaching a record low of 0.78 in 2022. This, combined with fewer, or delayed, marriages, is leading to a rapidly aging population, and as shown in Table 2, the government forecasts that people over 64 will account for 40 percent of the population by 2050. The trend is becoming one of the most important factors influencing Korea’s food market trends.

**Table 1\_Aging Korean Population (Unit: million people)**

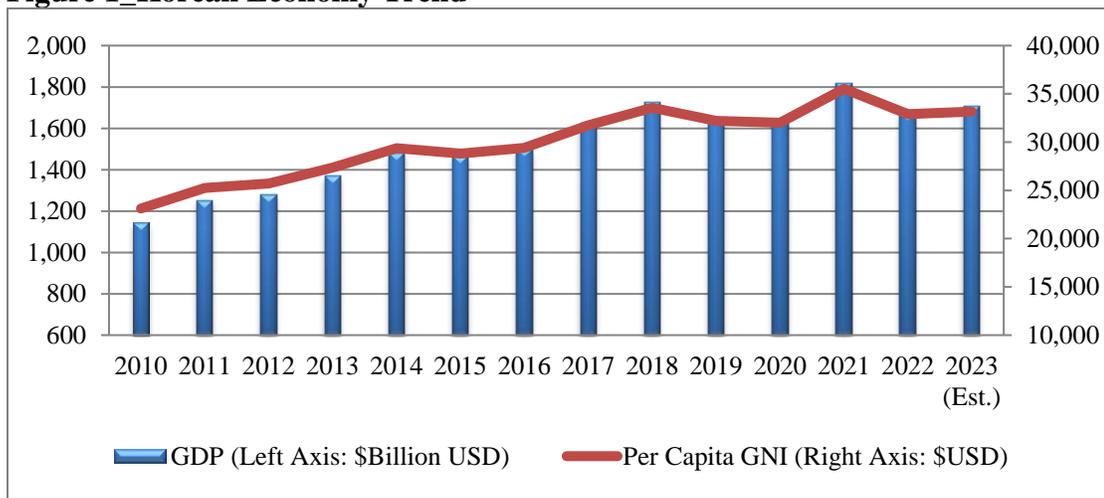
Age Group	1995		2022		Change
	Number	Share	Number	Share	
0-14	10.2	23.0%	5.9	11.5%	-42 %
15-64	31.7	71.1%	36.3	70.5%	15 %
65 +	2.6	5.9%	9.2	18.0%	254 %
Total	44.5	100%	51.4	100%	16%

Source: Korea National Statistics Office ([www.kosis.kr](http://www.kosis.kr))

**B. National Economy:** South Korea has a strong export-driven economy, with a Gross Domestic Production (GDP) of \$1.67 trillion and a per capita Gross National Income (GNI) of \$32,886 in 2022.

After the Korean economy was hit hard by the COVID-19 pandemic in 2020, Korea managed the pandemic relatively well and its economy recovered through 2021. However, as private consumption and investment began to lose momentum in response to the weakened disposable income growth, increasing loan rates and a sluggish housing market, both GDP and GNI fell by more than 7 percent in 2022. The historical economic GDP and GNI trends can be seen in Figure 1.

**Figure 1\_Korean Economy Trend**



Source: The Bank of Korea ([www.ecos.bok.or.kr](http://www.ecos.bok.or.kr))

In 2023, while private consumption and capital investment remain sluggish due to persistently high interest rates and resulting inflations, exports are experiencing a moderated decline, with global semiconductor demand rebounding. As of October, the GDP for 2023 is forecast to be at \$1.71 trillion and per capita GNI will be around \$33,150. The Korean economy is expected to see a modest recovery of 2.2 percent in 2024, with exports driving the growth in spite of the stagnate domestic demand<sup>1</sup>. While rebounding semiconductors sales will have a limited impact on exports in the short term, the historically low unemployment rate is expected to go up in 2024, and inflation will remain well above 2 percent for the time being.

**C. International Agricultural Trade:** Over 70 percent of South Korea's land is mountainous, leaving only 30 percent arable land. Over 90 percent of Koreans live in urban areas which cover only 17 percent of the country. About half the total population lives in the greater metropolitan Seoul area. Though it accounts for only two percent of GDP, agriculture remains still politically important. Much of the limited farm acreage is dedicated to rice production due to government subsidy policies.

Traditionally, Koreans have imposed great importance on agriculture, viewing it as the basis of the universe and had been very protective of the agricultural sector from international trades. However, more recently the country adopted an open market policy and has opened its door internationally in most sectors, including agriculture.

Korea is the United States' 5th largest agricultural country export market, and according to the Global Agricultural Trade System (GATS), the total export value reached \$10.1 billion in 2022 keeping the three-year average at \$9.34 billion.<sup>2</sup> The United States is Korea's largest supplier of agricultural imports with around 20 percent market share and Korean consumers and traders generally recognize the United States as a trusted origin for imported agricultural products with good quality and value. Strong business and social connections between the two countries help boost consumer interest and awareness of new U.S. products and trends. The Korea-United States Free Trade Agreement (KORUS FTA), implemented in March 2012, has increased export opportunities for U.S. products by reducing tariff and non-tariff barriers.

Korea's overall agricultural imports are forecast to decrease in 2023, primarily due to increased pricing and exchange rates. Korean imports of consumer-oriented products from the United States are behind the 2022 pace and are expected to finish the year lower. However, demand for U.S. products remains as consumers are increasingly interested in ensuring their products are high-quality, safe, and sustainable.

While there is plenty of opportunity for U.S. exporters, there are also some challenges that come with doing business in the Korean market facing U.S. food exporters, as illustrated in Table 2.

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<sup>1</sup> Korea Development Institute (KDI) Economic Outlook (2023-2<sup>nd</sup> Half)

<sup>2</sup> <https://fas.usda.gov/regions/south-korea>, Global Agricultural Trade System (GATS)

**Table 2 Advantages and Challenges for U.S. Products in the Korean Market**

Advantages	Challenges
Korea is a fast-paced market where new ideas and trends are eagerly tried and accepted. Rising incomes are creating demand for diverse and high-quality food.	Many Korean consumers are biased toward locally produced agricultural products, believing they are better and safer than imported products.
Korea depends heavily on food and agricultural imports. Consumers closely follow international food and consumption trends.	Imports are subject to strict food safety regulations. Korean food safety standards change frequently and with short notice.
Modern large-scale retailers provide a more efficient marketing environment for imported products.	The supply chain for imported products includes multiple layers of intermediary distributors and agents, which adds cost and inefficiency.
Korean consumers are very concerned about food safety. Many consumers recognize the United States as a trusted origin for quality agricultural products.	U.S. products face strong competition from other exporting countries. The recent economic slowdown and weakened local currency have made consumers more price sensitive, favoring low priced competitors.

## SECTION II. EXPORTER BUSINESS TIPS

### A. Market Research

U.S. suppliers seeking entry into Korea should first conduct preliminary research to determine if there is a potential market for their products in Korea. The research should cover key marketing and regulatory issues including consumption trends, size of the market and competition, major distribution channels, import tariffs and local taxes, and labeling and food additive restrictions. For assistance in reaching out to established Korean import distributors and retail buyers, please contact [the United States Agricultural Trade Office \(ATO\) Seoul](#). ATO Seoul offers various marketing tools and trade facilitation help to U.S. suppliers. ATO Seoul also offers information about the Korea market on its website including:

- [GAIN Reports](#): Routine and voluntary reports on key products, industries, and regulatory issues published by FAS Seoul.
- [Korea's Agricultural Import Statistics](#): Monthly spreadsheet updates on Korean agricultural imports by four-digit HS product classification. Both the Korean government import statistics (KOTIS data, CIF value) and U.S. export statistics (U.S. Customs data, FOB value) are included for more accurate trade analysis.

Suppliers need to check if their products meet Korean food regulations and standards. For assistance in identifying or resolving regulatory issues, please refer to [the Office of Agricultural Affairs \(OAA\) Seoul](#) (more detailed contact information is also shown at the end of this report). The U.S. Department of Commerce' [Country Commercial Guide](#) also contains useful information on the Korean market. Socio-economic data can be found in the [CIA Factbook](#).

### B. Establishing Korean Business Partners

Many Korean importers are actively seeking business opportunities with new foreign suppliers and are willing to have in-depth discussions on market situation if they are interested in the supplier's product or business offers. Korean importers highly value face-to-face meetings when developing new business partnerships, so exhibiting in reputed food trade shows is an effective tool for developing contacts with

potential Korean buyers. [Seoul Food & Hotel Show](#), the one and only food trade show in Korea endorsed by USDA/FAS, is an effective venue for new-to-market U.S. suppliers to develop contacts with Korean buyers. For registration information, please contact [the ATO Seoul](#). Other international food trade shows with a large-scale Korean buyer attendance include [FoodEx Japan](#), [Natural Products Expo West](#), [Fancy Food Show](#), [SIAL France](#), and [ANUGA Germany](#).

Another recommended tool is joining reverse trade missions to Korea organized by U.S. agricultural export promotion organizations, such as State Regional Trade Groups, State Departments of Agriculture, and USDA Cooperators. [Some states](#) and [USDA cooperators](#) have representative offices or marketing contractors in Korea and provide market entry assistance for new-to-market suppliers (contact information of the organizations can also be found at the end of this report). Please also refer to the attachment for some tips on navigating [Korean business culture](#).

### **C. Consumer Food Tastes and Consumption Trends**

Korea has achieved rapid growth in a short period with its global competitiveness in various industries such as semiconductors, automobiles, chemicals, and steelmaking. In recent years, its cultural content including music, films, online games, and food is emerging as an essential industry, taking the lead in the Korean economy. Young consumers called ‘MZ Generation’ are infusing more international ideas and ingredients in their food as they are further exposed to foreign cultures and lifestyles. However, the current economic downturn and shrinking consumptions in both global and local markets are hindering the Korean importers from generating new opportunities for foreign food products in the market.

Koreans are looking for new tastes, better value, convenience, high quality, and most importantly, safe and healthy food. Coming out of the pandemic, consumers are especially focused on their health and convenience needs. They are eager to spend money after several years of limited expenditures and are frequently turning to digital channels, such as online shopping malls and mobile shopping, to buy food items. Going forward, it will be important for retailers and distributors to adjust their sales and marketing plans to meet these consumer needs.

**Healthy Pleasure:** There are strong and growing consumer interests in healthier diets in Korea. The demand is driven in part by the rapidly aging Korean population. The 'health and wellness' trend emphasizing physical and mental health, and people's instilled concerns on their own immune system during the pandemic have also increased overall interest in healthy diets. This resulted in growing demand for functional food supplements and foods with perceived health benefits. As an example, food products with zero-calorie, low-calorie, or calorie-reduced claims are enjoying more than 20 percent of sales increase in Korea.

**Quick and Convenient Quality:** With fewer Koreans getting married and having kids, Korean households are getting smaller. With most of the adult<sup>3</sup> family members in smaller households working outside, people have less time to cook at home and convenience becomes the key. Markets for meal kits, meals ready-to-eat, and packaged restaurant meals will grow steadily. For example, frozen soup market has seen a remarkable surge, growing by 63.5 percent between 2021 and 2022. Rapid growth in on-line shopping is also rooted in the demand for convenience.

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<sup>3</sup> Korean Population Who is 19 Years Old and Over

**Organic and Eco-Friendly Food:** With expanded number of affluent consumers in Korea and due to the expansion of sales channels for eco-friendly agricultural products and various supporting tools such as live broadcasting of agricultural product sales and special discounts, consumers who do not purchase eco-friendly food at all decreased from 48.1% in 2021 to 41.2% in 2022. The rate of consumers buying eco-friendly food once a week increased from 13.4% in 2021 to 15.8% in 2022. This has created slowly increasing demand for organic and eco-friendly food products<sup>4</sup>.

**Mobile Shoppers:** According to a recent survey by KREI, consumers purchasing food online increased from 60.7% in 2021 to 63.2% in 2022, and the rate of consumers who purchase food online more than once a week increased from 33.9% in 2021 to 40.9% in 2022. Food purchases using personal computer (PC) decreased from 11.3% in 2021 to 6.6% in 2022, while the ratio of mobile food purchases using smartphones and tablet PCs increased from 88.7% (2021) to 93.4% (2022). As purchasing food through mobile devices becomes a new routine, per transaction amount gets smaller and mobile food shoppers tend to be more price sensitive and search for private labelled, reasonably priced food products.

Table 3 shows the Korean households consumption trends on food items. Although the number of people in a household is slowly decreasing, the overall food expenditure is up. This is most likely due to inflation.

**Table 3 Breakdown of Monthly Korean Household Food Expenditure (Won, Per Person)**

Year	2018	2019	2020	2021	2022	CAGR
People in a Household	2.43	2.41	2.40	2.36	2.33	-1%
Total Consumption Expenditure	1,044,297	1,019,368	1,000,051	1,057,142	1,133,048	2%
Total Food Expenditure	295,431	282,111	294,050	313,182	337,197	3%
<b>Monthly Spending by Product Category</b>						
Dining Outside Home	138,326	138,403	128,747	137,502	162,345	4%
Meat, Fresh	22,761	20,212	25,130	27,608	27,109	4%
Fruits, Fresh & Processed	18,539	15,676	16,654	18,217	18,258	0%
Vegetables, Fresh & Processed	16,244	13,932	17,239	17,686	16,974	1%
Dairies & Eggs	10,858	10,646	11,665	12,706	12,294	3%
Snacks & Confectionery	10,750	10,443	11,406	11,422	12,100	3%
Bakeries	9,591	9,278	10,257	11,184	12,066	6%
Other Processed Foods	8,210	8,282	9,802	10,671	11,018	8%
Seafood, Fresh	9,304	7,758	9,213	10,005	9,387	0%
Grains, Processed	6,961	6,561	7,787	7,886	8,291	4%
Alcoholic Beverages	6,211	5,717	6,530	7,394	7,674	5%
Grains, Raw	8,098	7,683	8,061	8,559	7,258	-3%
Meat, Processed	4,776	5,058	6,029	6,301	6,511	8%
Juice & Beverages	5,892	5,691	5,986	6,050	6,337	2%
Seasonings & Sauces	6,262	5,310	6,507	6,683	6,233	0%
Seafood, Processed	6,161	5,453	6,243	6,206	6,124	0%
Coffee & Tea	3,498	3,419	3,796	3,989	4,067	4%
Seaweeds	1,784	1,517	1,628	1,569	1,577	-3%
Fat & Oil	1,206	1,070	1,371	1,544	1,574	7%

Source: Monthly Household Expenditure Survey, Korea National Statistics Office

<sup>4</sup> [Korea Rural Economy Institute \(KREI\) Analysis Report on Special Issues](#)

### SECTION III. IMPORT FOOD STANDARDS & REGULATIONS

Korea has well-established and relatively strict food standards and regulations. Imported products must meet all local rules to enter the market. [The Food and Agricultural Import Regulations and Standards \(FAIRS\) Country Report](#) and [FAIRS Export Certificate Report](#) provide an overview of relevant standards and regulations. These reports can be found on the [USDA FAS website](#). Exporters of meat products should also check export requirements on the [Food Safety Inspection Service Export Library](#). Sanitary and Phytosanitary requirements can be found on the Animal & Plant Health Inspection Service (APHIS) [IRegs website](#). Exporters should also consult closely with their Korean importer to ensure they meet the latest regulations.

The 2012 KORUS Free Trade Agreement significantly reduced tariffs on many U.S. products imported into Korea. Information about the KORUS FTA and import tariffs are available on the [USTR website](#).

### SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

The supply chain for imported agricultural products typically involves multiple layers of intermediary distributors and retailers including brick and mortar stores and e-commerce platforms. There has been growing demand for e-commerce in Korea and the annual sales of e-commerce platforms increased at a five-year compound annual growth rate of 17 percent (2018-2022). There are also about 20 mobile shopping applications with more than 1 million active users per month.

Normally, it takes a minimum of two weeks for a container ship from a western U.S. port, and three weeks from an eastern port, to arrive in a port in Korea. Most imported consumer ready products enter through the port of Busan. The port of Incheon, which is about an hour drive from the Seoul metropolitan area, is another important entry point, where small-volume-high-value products, such as premium wine, fresh cherries, and chilled beef, often enter the country via air cargo through Incheon International Airport (ICN).

**A. Retail Food Sector:** The United States is the leading supplier of imported consumer-oriented agricultural products for Korean retail industry, shipping \$5.9 billion in 2022. The outlook for U.S. products in the Korean retail industry is excellent for a wide range of products, including beef, food preparations under HS2106, pork, dairy products, wine, high-volume alcohols, chocolate & food preparations under HS1806, nuts, frozen vegetables, and citrus. For further information about the retail food sector in Korea, please refer to [Korea Retail Foods Report 2023](#).

**B. Hotel, Restaurant and Institutional (HRI) Food Service Sector:** Coping with the pandemic, Korea's HRI food service sector has tried to adopt modern technologies and come up with strategies for safe and convenient dining experience to meet changing demand from consumers. Since pandemic related restrictions have been lifted and consumer demand for diverse food and dining options is increasing, it is expected that the HRI sector will show a constant growth though at a slow pace due to the sluggish local economy. For further information about the HRI food service sector in Korea, please refer to [Korea HRI Foodservice Sector Report 2023](#).

**C. Food Processing Sector:** Korea has a strong food processing industry that manufactures a wide variety of food and beverage products. It also relies heavily on imports to fulfill its food and agricultural needs. As a result, the Korean food processing industry offers an outstanding opportunity for imported agricultural products for processing use, including basic commodities such as wheat and soybean, intermediate ingredients such as vegetable oils and fruit juice concentrates, and food additives such as flavors and coloring agents. For more information on the food processing sector, please refer to [Korea Food Processing Ingredients Market Report 2023](#).

## SECTION V. KOREA’S AGRICULTURAL & FOOD IMPORTS

In 2022, Korea imported \$50 billion of food and agricultural products from the world and the largest category was consumer-oriented products (\$19 billion) with a 38 percent share, followed by intermediate products (\$12 billion) and basic products (\$8.8 billion).

The U.S. consumer-ready food including beef, processed food, pork, dairy products and wine was the category exported in the highest value. Among the high value imports, there were food preparations including blended syrups and cane sugar, fresh fruit including oranges, cherries, table grapes, and lemons, tree nuts including almonds, walnuts and pecan, and processed vegetables such as potato fries and sweet corn. Table 4 shows the top 10 Korean major agricultural imports and leading suppliers. For a more comprehensive list, please see Attachments.

**Table 4\_Top 10 Korean Imports of Consumer-Oriented Products and Competition<sup>5</sup>**

Product Category/HS Code	Gross Imports 2022 (\$ million)	1 <sup>st</sup> Supplier (Market Share)	2 <sup>nd</sup> Supplier (Market Share)	U.S. Ranking
<b>Beef, Frozen/HS0202</b>	2,866	U.S. (57%)	Australia (31%)	1 <sup>st</sup> (57%)
<b>Food Preparations/HS2106</b>	2,350	U.S. (51%)	Germany (12%)	1 <sup>st</sup> (51%)
<b>Pork, Fresh, Chilled or Frozen/HS0203</b>	2,034	Spain (26%)	U.S. (25%)	2 <sup>nd</sup> (25%)
<b>Beef, Fresh or Chilled/HS0201</b>	1,372	U.S. (65%)	Australia (34%)	1 <sup>st</sup> (65%)
<b>Coffee/HS0901</b>	1,305	Brazil (18%)	Colombia (15%)	3 <sup>rd</sup> (12%)
<b>Cheese and Curd/HS0406</b>	793	U.S. (43%)	N.Z. (15%)	1 <sup>st</sup> (43%)
<b>Wine/HS2204</b>	581	France (35%)	U.S. (18%)	2 <sup>nd</sup> (18%)
<b>Other Preserved Fruits &amp; Nuts/HS2008</b>	454	China (28%)	Vietnam (20%)	3 <sup>rd</sup> (17%)
<b>Poultry Meat &amp; Offals/HS0207</b>	453	Brazil (86%)	Thailand (10%)	3 <sup>rd</sup> (2%)
<b>Bread, Pastry, Cakes/HS1905</b>	419	Malaysia (17%)	China (16%)	3 <sup>rd</sup> (15%)

Source: Korean government import data (KOTIS) released by Korea Int’l Trade Association ([www.kita.net](http://www.kita.net)). CIF value.

The top 10 imported products with the biggest growth in 2022 can be seen in Table 5. Products under HS0703 showed the highest growth rate due to the increased demand on garlic and onion. In 2022, China took 99.5 percent market share for imported garlic in Korea. U.S. products such as potato, poultry, high-volume alcohol beverages, soups, coffee, and butter saw strong growth last year. For a more comprehensive list, please see Attachments.

<sup>5</sup> Listing is limited to products that Korean imports were \$10 million or larger.

**Table 5\_Top 10 Fastest Growing Korean Imports of Consumer-Oriented Products**

Product Category/HS Code	Gross Imports 2022 (\$ million)	Growth from 2021	Imports from U.S. (\$1,000)	U.S. Growth
<b>Onions, Shallots, Garlic, Leeks, etc./HS0703</b>	61	75%	0	-100%
<b>Potatoes, Fresh &amp; Chilled/HS0701</b>	31	66%	18,263	123%
<b>Poultry Meat &amp; Offals/HS0207</b>	453	66%	8,079	172%
<b>Spirits, Liqueurs, Alcohol less than 80%/HS2208</b>	354	48%	27,888	106%
<b>Soups &amp; Broths/HS2104</b>	22	47%	4,512	40%
<b>Lamb, Mutton, Goat, Fresh, Chilled or Frozen/HS0204</b>	273	45%	0	n/a
<b>Coffee/HS0901</b>	1,305	42%	159,228	42%
<b>Butter/HS0405</b>	202	40%	32,356	157%
<b>Mineral Waters/HS2201</b>	75	36%	196	85%
<b>Other Vegetables, Frozen/HS2004</b>	239	35%	140,614	19%

Source: Korean government import data (KOTIS) released by Korea Int'l Trade Association ([www.kita.net](http://www.kita.net)). CIF value. Listing is limited to top 10 growth products that Korean imports were \$10 million or larger.

## SECTION VI. KEY FAS/USDA CONTACTS AND FURTHER INFORMATION

U.S. Agricultural Trade Office Seoul (ATO)

Korean Address: Room 303, Leema Building, 42 Jongro 1-gil, Jongro-gu, Seoul, Korea

Phone: +82-2 6951-6848 Fax: +82-2 720-7921 E-mail: [atoseoul@state.gov](mailto:atoseoul@state.gov)

Agricultural Affairs Office, U.S. Embassy Seoul (AAO)

Korean Address: U.S. Embassy, 188 Sejong-daero, Jongro-gu, Seoul, Korea

Phone: +82-2 397-4297 Fax: +82-2 738-7147 E-mail: [agseoul@state.gov](mailto:agseoul@state.gov)

U.S. Animal Plant and Health Inspection Service Seoul (APHIS)

Korean Address: Room 303, Leema Building, 42 Jongro 1-gil, Jongro-gu, Seoul, Korea

Telephone: +82-2 725-5495 Fax: +82-2 725-5496 E-mail: [joshua.robinson@usda.gov](mailto:joshua.robinson@usda.gov)

### USDA Cooperators, SRTG, State Offices and AMCHAM in Korea

[USDA Cooperators in Korea](#)

[U.S. State Regional Trade Groups \(SRTG\)](#)

[U.S. State Offices in Korea](#)

[American Chamber of Commerce \(AMCHAM\)](#)

### Host Country Government

[Ministry of Agriculture, Food and Rural Affairs \(MAFRA\) / Ministry of Foreign Affairs \(MOFA\)](#)

[Ministry of Food and Drug Safety \(MFDS\) / Ministry of Trade, Industry and Energy \(MOTIE\)](#)

**Attachments:** [Korean Business Culture.docx](#)

[Table 5 Top 25 Fastest Growing Korean Imports of Consumer-Oriented Products.docx](#)

[Table 4 Top 25 Korean Imports of Consumer-Oriented Products and Competition.docx](#)