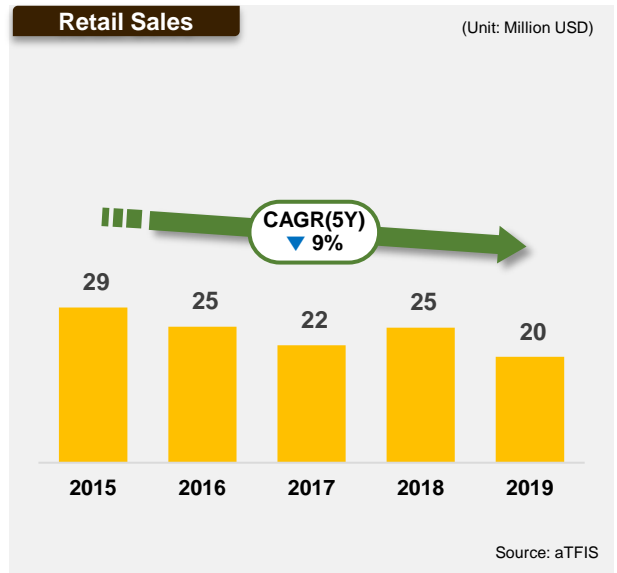
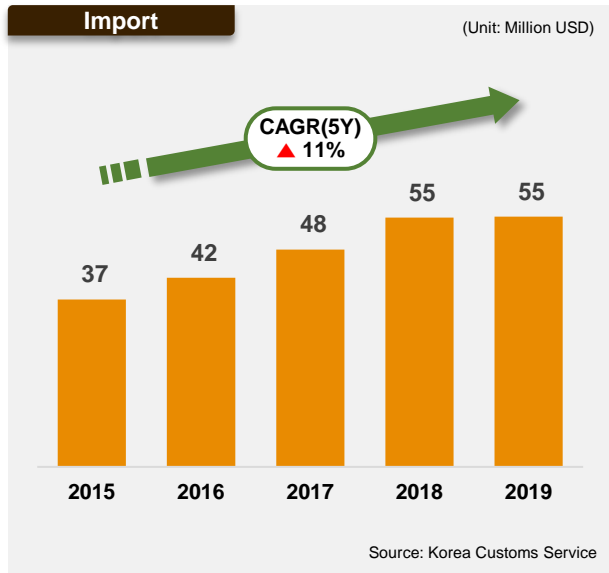


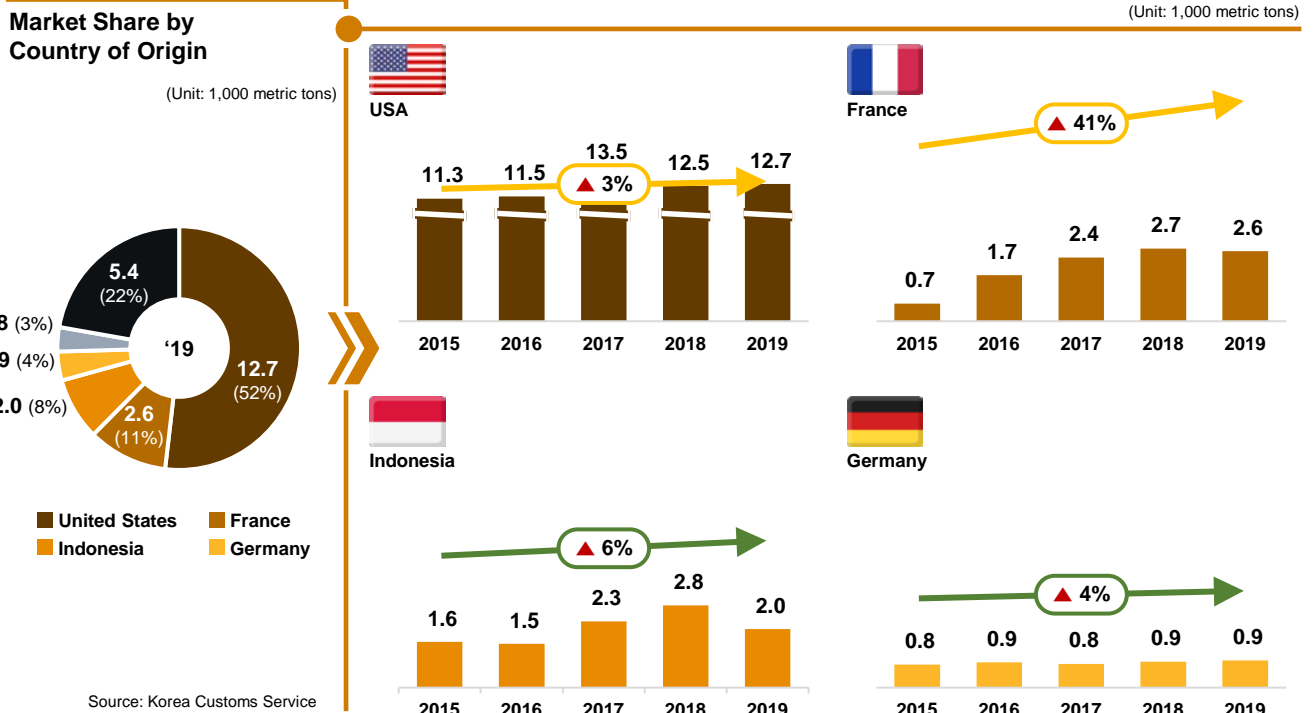
# Korea Market Brief

## Bakery Mixes and Doughs

Overall sales of bakery mixes and doughs in consumer packages in grocery stores continue to decline. However, increased demand for quality, value and diversity in the food service market is driving growth in imports.



The United States is the leading exporter of bakery mixes and doughs to Korea with a 52% import market share. However, competition is increasing.



# Consumer Trends

## Quick and Easy Meal Solutions

Korean families face ever busier lives. People living alone now represent 30 percent of total households and the number is still growing. More women are working outside the home. As a result, there is strong demand for quick and easy meal solutions in the market, including home meal replacement (HMR) prepared foods in grocery stores and take out meal options in restaurants. Local processors of bakery mixes and doughs have launched a wide range of new products in recent years. New product launchings include ready-to-cook doughs and all-in-one pre-mix packages in grocery stores to meet consumer demand for quick and easy meal solutions. Many of the new products launched are in single serving packages.

## Diversified Consumer Tastes

Many of the leading bakery mixes and doughs offered in retail stores have been local Korean recipes such as 'jun' (traditional pan cakes) and 'ho-ttuck' (local fried pastry with sugar filling). However, Korean consumers' diversified tastes have led to strong launchings of new products using foreign recipes (cookies, pastries, and cakes) in recent years.

## Frozen Doughs for Bakeries and Cafes

The hotel, restaurant and institutional (HRI) food service industry is the leading user of bakery mixes and doughs, including bakery shops and cafes. There is a strong trend in the industry to switch to ready-to-bake frozen doughs due to increased labor costs. There are many local processors of frozen doughs, but their product portfolio is limited and mainly targets low-cost, low-quality products. Demand for quality and diverse products in the industry continues to create opportunities for imported products.

# Regulatory Overview

**\*\*Disclaimer:** This overview is not a comprehensive guide, and regulations can frequently change. Exporters should verify requirements with their importers before goods are shipped.



## Tariffs & Taxes

Korea applies an import duty on U.S. bakery mixes and doughs as shown below. Please refer to the [Agricultural Tariff Tracker](#) for details.

Bakery Mixes and Doughs	HS code	2020	2021	2022	2023
• Of barley flour	1901202000	0.0%	0.0%	0.0%	0.0%
• Of rice flour	1901201000				
• Other	1901209000				

5% within WTO Market Access Quota  
513% outside WTO Market Access Quota

## A Pre-Registration and Required Certification for Import to Korea

<p><b>Product Registration</b></p> <p>No product registration is required to import U.S. bakery mixes and doughs into Korea.</p>	<p><b>Facility Registration</b></p> <p>Either a foreign facility or an importer may apply for registration through the MFDS website.</p>	<p><b>Certificate of Origin</b></p> <p>The certificate of origin must be prepared for origin verification. Records must be kept for five years.</p>
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For details, please refer to [FAIRS Country Report](#), [FAIRS Export Certificate Report](#)

## B Labeling Requirements

All imported U.S. products are required to carry legible Korean language labels. Label stickers or tags may be placed upon arrival in Korea. Labels should not be easily removed or cover the original label such as product name or expiration date.

<p><b>Korean Language Labeling</b></p> <ul style="list-style-type: none"> <li>• Product Name</li> <li>• Product type</li> <li>• Country of origin</li> <li>• Ingredient names and content</li> <li>• Manufacture date</li> </ul>	<p><b>Consideration for Labeling</b></p> <ul style="list-style-type: none"> <li>• Additives</li> <li>• Nutrients</li> <li>• Allergens</li> </ul>
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## C Import Inspection

<p><b>Laboratory Test</b></p> <p>All newly imported products undergo laboratory tests.</p>	<p><b>Document Review</b></p> <p>Subsequent shipments of the same product that passed the first lab test undergo document reviews.</p>	<p><b>Random Sampling Test</b></p> <p>Samples are selected randomly depending on violation history or market intelligence.</p>
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For details, please refer to [FAIRS Country Report](#), [FAIRS Export Certificate Report](#)

# Regulatory Overview

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## Korean Food Safety & Additive Standards

For Korean food safety and additive standards, please refer to the following links.

- [Food Additive Code](#)
- [Food Ingredient Database](#)

## Frequently Asked Questions

### **FAQ #1: Is labeling the 100% ingredient breakdown required for import?**

The Korean government does not require 100% ingredient composition breakdown information on the import application for imported processed food products entering Korea. What is required is the percentage breakdown of major ingredients and the percentages of food additives in the product in case Korea has tolerances established on the additives. For food additives used in composite ingredients, the supplier may need to submit detailed information to verify if the product meets the Korean food additive standards.

### **FAQ #2: Are there any requirements on exporters when making a Certification of Origin?**

Yes, if you are qualified for the FTA. Article 6.17.1 of KORUS FTA requires specific records to be kept for a minimum of five years if a certification from a producer or exporter forms the basis of a claim. We encourage you to look at these provisions. There are also obligations of exporters provided under Article 6.20. Questions about these provisions can be e-mailed to [KORUS@ustr.eop.gov](mailto:KORUS@ustr.eop.gov) or at [fta@dhs.gov](mailto:fta@dhs.gov).

### **FAQ #3: Are there any documents required for Halal, GMP, or vegan products?**

Yes. In order to apply a mark or claim to packaging, exporters and importers should keep supporting documents for their marketing claims. MFDS does not check supporting documents when products arrive in Korea but MFDS has a right to request supporting documents if necessary. Supporting documents should be issued by reliable and credible organizations.

### **FAQ #4: What are the roles and responsibilities of importers?**

Korean importers are responsible for claiming preferential treatment for qualifying goods. However, the exporter or producer may be asked by the importer, customs broker, or the Korean Customs Service to provide a written or electronic certification or other information to support the importer's claim. The information required for certification can be found in Article 6.15.2 of the KORUS FTA, but additional elements may be required by the Korean Customs Service. You should contact your importer or customs broker to confirm what information is required.

#### **USDA GAIN Report Link**

- [Facility Registration](#)
- [MRL](#)
- [Exporter Guide](#)

#### **FAIRS Reports**

- [FAIRS Country Report](#)
- [FAIRS Export Certificate Report](#)

#### **ATO Seoul - Regulation**

- [ATO Seoul Regulation](#)

