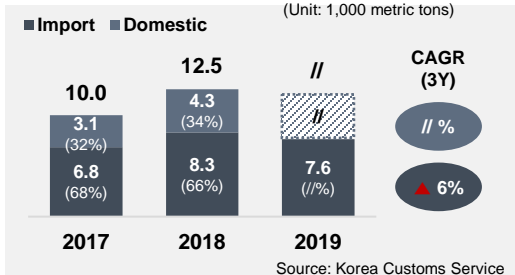


# Korea Market Brief

## Dried Fruit

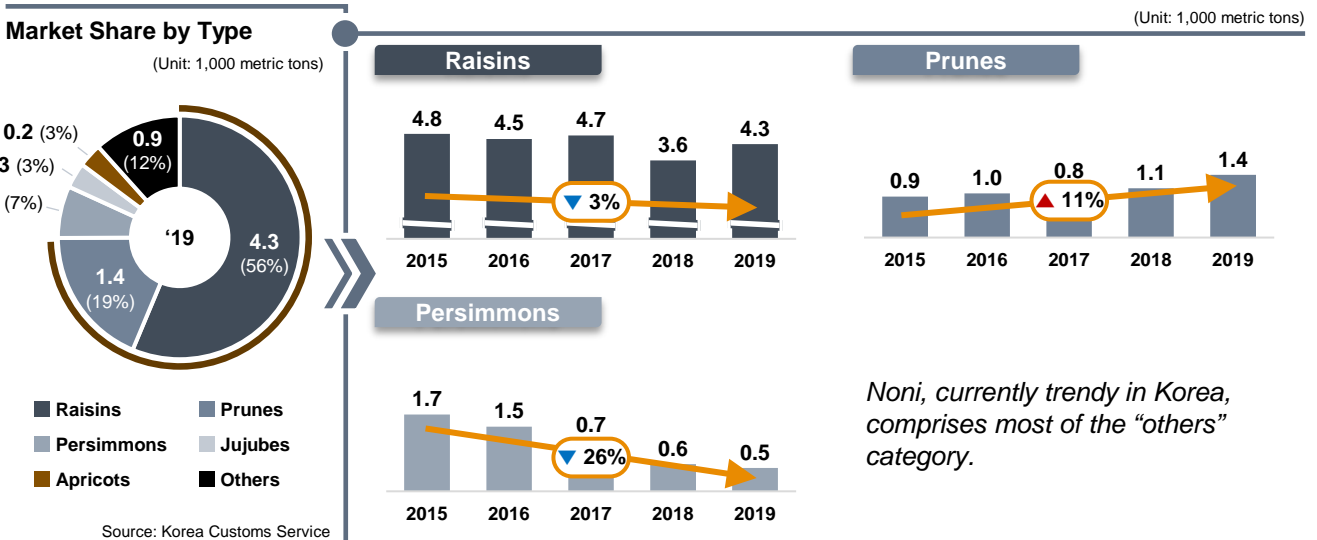


Korea is a major importer of a diverse range of dried fruit.

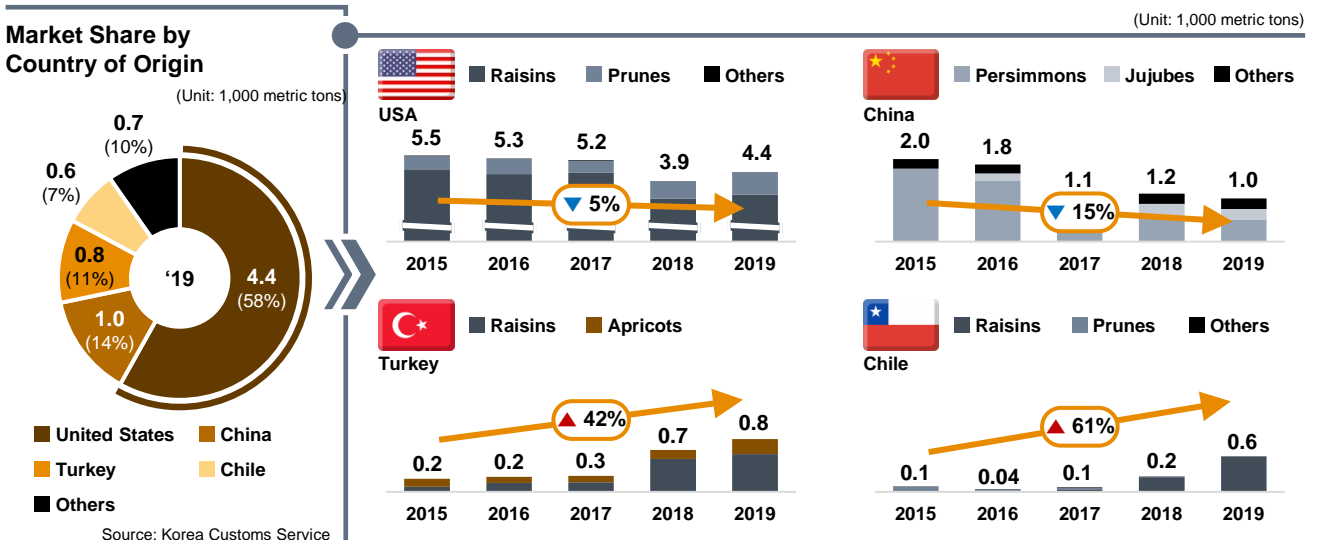


- South Korea relies heavily on imports to fulfill growing demand for dried fruit as local producers mainly target the fresh fruit markets.
- Local products are limited in variety and volume. Over 70% of local dried fruit production is dried persimmons.

Raisins are the leading dried fruit import, but demand is stagnant. Demand for prunes and other specialty dried fruit is smaller but growing.



The United States remains the leading exporter of dried fruits to Korea with an over 50% import market share.



# Consumer Trends

## Strong Launchings of New Processed Foods Incorporating Dried Fruits

Korean consumers recognize products with dried fruits as premium quality and healthy. As a result, Korean food processors continue to introduce new products incorporating dried fruit as a key ingredient. Notable categories that saw significant growth in recent years include trail mixes, yogurt, cookies and snacks, chocolates and desserts, sauces and condiment, and bread and cakes.

## Dried Fruit as a Healthy Diet Snack

Korean consumers are highly health conscious. Only 30 percent of the population feels confident about their health. Sixty percent of the population is trying to lose weight to stay healthy. As a result, there is a trend (particularly among female consumers) of eating dried fruit as a healthy diet snaking, replacing cookies and other conventional snacks.

## Raisins versus Specialty Dried Fruit

Raisins were very popular in the past when Korean consumers had limited resources. However, raisins currently face stagnant growth as consumers are looking for diversity and new tastes in their diet. As a result, demand for specialty dried fruits, including prunes, apricots, blueberries, cranberries, and figs, has been growing.

## Dried Fruits for Elderly Consumers

Korean society is rapidly aging with the elderly population of 60 years or older forecast to comprise two thirds of the population by 2050 (up from 20 percent in 2020). The rapid expansion of elderly Koreans will likely bring a major shift in the food market which will favor those products that can satisfy the catered needs of older consumers. Major Korean food processors have been launching products dedicated to elderly consumers. Many foods for elderly consumers incorporate dried fruits, including raisins and prunes, for better nutrition and digestive health.

# 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

Tariffs for U.S. dried fruit under KORUS FTA are shown below table. Please refer to the [Agricultural Tariff Tracker](#) for details.

Dried Fruits	HS code	2020	2021	2022	2023
• Raisins, Apricots, Prunes	080620, 081310, 081320	0.0%	0.0%	0.0%	0.0%
• Apples	081330	4.5%	0.0%	0.0%	0.0%
• Other – Persimmons	08134010	5.0%	0.0%	0.0%	0.0%
• Other – Jujubes	08134020	152.8%	101.9%	50.9%	0.0%
• Other	08134090	0.0%	0.0%	0.0%	0.0%
• Mixtures of nuts or dried fruits	0813500000	0.0%	0.0%	0.0%	0.0%

Source: <https://apps.fas.usda.gov/agtariiftracker/Home/Search>

## 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. dried fruit 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. Documentation must be kept for five years.</p>	<p><b>Phytosanitary Certificate</b></p> <p>Dried fruit requires either a phytosanitary certificate or an export certificate for processed plant products depending how its processed.</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, but 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>Agricultural products in a container or packages: the business name, the manufacture date, contents, storage condition or handling methods are only required to be indicated on the package.</li> </ul>	<p><b>Consideration for Labeling</b></p> <ul style="list-style-type: none"> <li>Misleading claims such as Non-GMO for products that do not have GMO counterpart are not permitted.</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 & MRLs

For information on Korean MRLs, please refer to the following link.

[Pesticide MRLs](#)

### Frequently Asked Questions

#### **FAQ #1: Are products required to meet Korea's MRL standards?**

Yes. Korea has a national MRL list that includes import tolerance MRLs. Prior to export, please check Korea's MRL list to make sure that products meet Korea's MRL standards. In the absence of established MRLs, Korea applies a 0.01ppm default tolerance.

#### **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](#)

