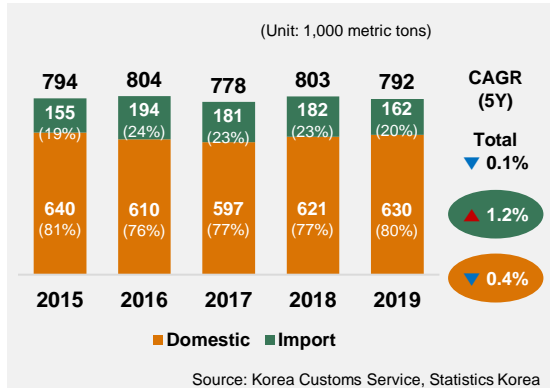


Korea Market Brief

Fresh Citrus

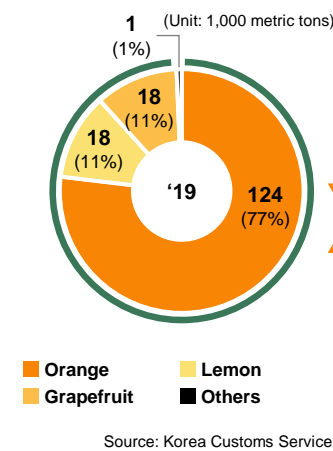
Korea is the United States' top export market for oranges and the third largest market for lemons and grapefruit.



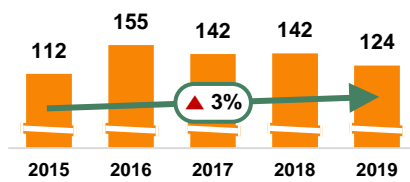
- Oranges, lemons, and grapefruit account for 99% of total citrus imports.
- Citrus imports dropped in 2019 due to unfavorable weather conditions in citrus exporting countries.
- Unshiu accounts for over 80% of local citrus production. Other Korean citrus breeds include Halla-bong and Cheon-hye-hyang.

Oranges dominate the market, accounting for 77% of citrus imports. Lemons remain popular in beverages. Grapefruits were trendy, but demand has been dropping.

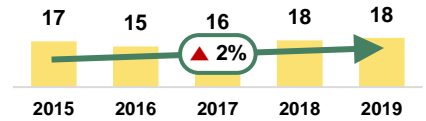
Market Share by Type



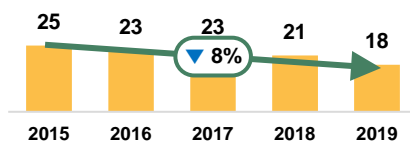
Orange



Lemon



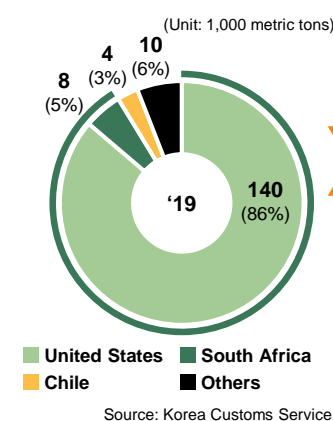
Grapefruit



Domestic late-maturing orange varieties (Halla-bong, Cheon-hye-hyang, and others) are expanding their market share. With more farms supplying domestic products, Korean citrus has become more affordable than in the past.

The United States is the lead citrus exporter to Korea. U.S. oranges and lemons have a 90% and 80% import market share.

Market Share by Country of Origin



Grapefruit imports decreased in 2019 due to weak demand. Overall citrus imports decreased due to unfavorable weather conditions in citrus exporting countries.

Consumer Trends

Strong Competition Impacts Imported Citrus

Korea's fruit market is very competitive. New varieties of imported fruit continue to be introduced and a diverse assortment of domestic fruit are released every season. Imported oranges have been losing market share to other fruit and citrus varieties. For example, local premium citrus varieties like Halla-bong and Cheon-hye-hyang have become popular. The local citrus varieties have also become more affordable, increasing demand. In 2019, domestic citrus sales increased by 35% compared to the previous year. Demand for imported oranges has decreased as a result.

Increased Use of Lemons in Households

Household lemon consumption has been increasing as more consumers have become aware of the diverse use of lemons. Lemons are now being used for lemon juice, lemon detox water, or as an ingredient for cooking. Sunkist has increased consumer awareness through steady marketing activities. Growing demand for lemons led to imports increasing 5% by volume in 2019 compared to the previous year.

Increased Demand for Freshly Squeezed Juices

There is a strong trend in Korea of consumers choosing less processed food and beverages over products with additives, such as colors or sugar. The COVID-19 pandemic has contributed to demand for healthier food choices. Freshly squeezed juice has been growing in popularity for its natural ingredients and nutritional benefits. According to Market Kurly, an online premium retailer, sales of freshly squeezed juice increased by 57% between January and July 2020 compared to the same period in 2019.

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

No tariffs are applied to in-quota U.S. citrus under the KORUS FTA. Over-quota duties are applied to oranges (Sept. 1 – Feb. 28). Please refer to the [Agricultural Tariff Tracker](#) for details.

Citrus	HS code	2020	2021	2022	2023
• Oranges (Sept. 1 - Feb. 28) – In-Quota Duty	080510000a	0.0%	0.0%	0.0%	0.0%
• Oranges (Sept. 1 - Feb. 28) – Over-Quota Duty	080510000a	50.0%	50.0%	50.0%	50.0%
• Oranges (March 1 - August 31)	080510000b	0.0%	0.0%	0.0%	0.0%
• Mandarin, Clementine, Others	080520, 080590	57.6%	48.0%	38.4%	28.8%
• Grapefruit	0805400000	0.0%	0.0%	0.0%	0.0%
• Lemons (Citrus Limon, Citrus Limonum)	0805501000	0.0%	0.0%	0.0%	0.0%
• Citrus Aurantifolia	0805502010	3.0%	0.0%	0.0%	0.0%
• Citrus Latifolia	0805502020	0.0%	0.0%	0.0%	0.0%

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

A Pre-Registration and Required Certification for Import to Korea

<p>Product Registration</p> <p>No product registration is required to import U.S. citrus into Korea.</p>	<p>Facility Registration</p> <p>Either a foreign facility or an importer may apply for registration through the MFDS website.</p>	<p>Certificate of Origin</p> <p>The certificate of origin must be prepared for origin verification. Documentation must be kept for five years.</p>	<p>Phytosanitary Certificate</p> <p>Fresh vegetables, grains, fruits, and nuts require a phytosanitary certificate issued by USDA/APHIS.</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>Korean Language Labeling</p> <ul style="list-style-type: none"> 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. 	<p>Consideration for Labeling</p> <ul style="list-style-type: none"> Misleading claims such as Non-GMO for products that do not have GMO counterpart are not permitted.
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C Import Inspection

<p>Laboratory Test</p> <p>All newly imported products undergo laboratory tests.</p>	<p>Field / Visual Inspection</p> <p>Subsequent shipments of the same product may be subject to field inspections.</p>	<p>Random Sampling Test</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 an established MRL, 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 or at fta@dhs.gov.

FAQ #3: 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](#)

