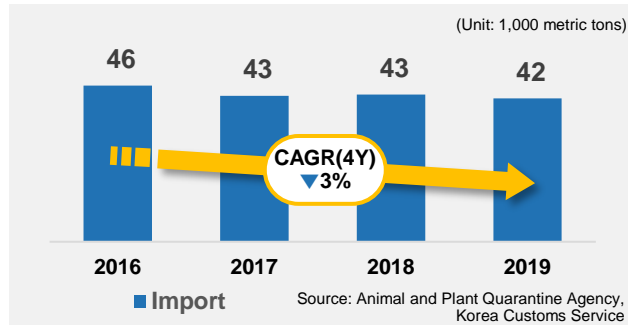


Korea Market Brief

Frozen Fruit

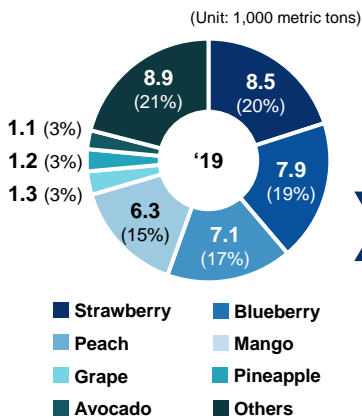
The frozen fruit market in Korea has been on a decline. However, there are still opportunities for growth as Korean consumers value diversity and convenience.



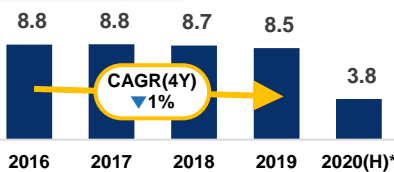
- Domestic frozen fruit exists in the market, but the exact figure is not known. Domestic fruits mainly target fresh consumption, so the market share is estimated to be relatively low compared to imported products.
- According to an importer, the increase in imports of fresh blueberries and mangoes has contributed to the decline in imports of frozen blueberries and mangoes.

Frozen strawberries, blueberries and peaches remain popular with Korean consumers, accounting for 56 percent of the frozen fruit market in Korea

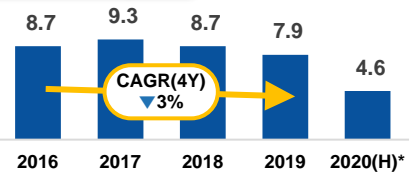
Market Share by Type



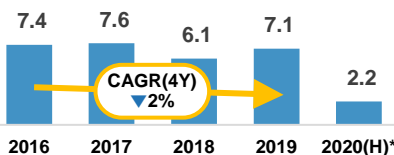
Strawberry



Blueberry



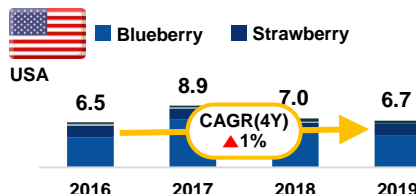
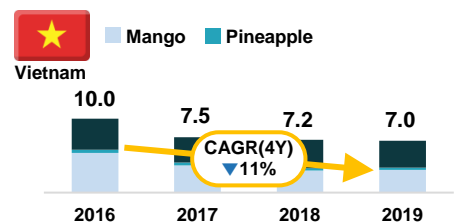
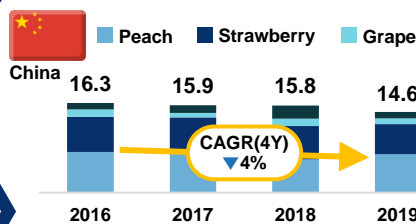
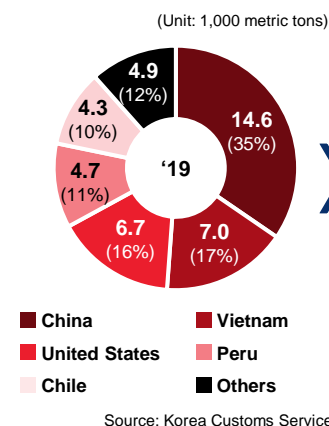
Peach



Frozen fruit imports have been on a slow decline as Korean consumers prefer fresh fruit when available.

China is the largest exporter of frozen fruit to Korea. The United States mostly exports frozen berries to Korea.

Market Share by Country of Origin



As of 2019, U.S. frozen blueberries accounted for 59 percent of all imported frozen blueberries. Chile follows with a 34 percent import market share.

Consumer Trends

Korean consumers view products with fruit ingredients as healthier and higher quality. A large portion of imported frozen fruits are used by local food and beverage processors and HRI foodservice operators. Grocery retailers are also trying to offer more frozen fruits. Although low-price origins such as China and South Asia are the market leaders, the United States will likely remain a leading supplier of high quality, specialty frozen fruits to Korea such as blueberries, cranberries, and cherries.

Consumers Develop Health Awareness of U.S. Blueberries, Cranberries, Cherries, and Avocados

Korean consumers are extremely health-conscious and pay attention to healthy, functional food ingredients. U.S. blueberries, cranberries, cherries, and avocados have developed a significant consumer following for their various health benefits such as anti-oxidation, anti-inflammatory, and skin care.

Food Processors and Retailers Launch New Products with Frozen Fruits

The café and bakery industry in Korea has achieved outstanding growth over the last ten years. Cafes and bakeries continue to launch new products and recipes to attract additional consumer traffic. Frozen fruit is one of key ingredients in these new products, including smoothies, frozen yoghurts, ice flake desserts, and sweet desserts. EMART24, a major convenience store chain with over 5,000 stores, developed a partnership with Smoothie King in 2020 and started to offer smoothie beverages based on frozen fruits.

Portion Pack Frozen Fruits Offered in Convenience Stores

EMART 24 launched imported frozen fruits in small portion packages in 2020 (including blueberries, mangoes, and cherries). The products target busy, small families who need quick, convenient yet healthy meals and snacks such as salads, yogurt, or smoothies.

High Price of Fresh Fruits Generate Demand for Frozen Fruits

The Korean fresh food price index* increased 15.8% during summer 2020 due to extended monsoon season and typhoon damages. As a result, some consumers opted for processed fruits or frozen fruits for better value. According to Gmarket, a major online retailer, sales of frozen mangos and blueberries increased 161% and 128% respectively during August 3 – September 2 compared to the same period last year.

** The fresh food price index is an index constructed with 50 fresh products, such as vegetables and fruits.*

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. frozen fruit under KORUS FTA are shown below. Please refer to the [Agricultural Tariff Tracker](#) for details.

Frozen Fruits	HS code	2020	2021	2022	2023
• Strawberries, raspberries, blackberries, mulberries, loganberries, black, white or red currants and gooseberries	081110 081120	0.0%	0.0%	0.0%	0.0%
• Other	0811909000	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

Product Registration

No product registration is required to import U.S. frozen fruit into Korea.

Facility Registration

Either a foreign facility or an importer may apply for registration through the MFDS website.

Certificate of Origin

The certificate of origin must be prepared for origin verification. Documentation must be kept for five years.

Phytosanitary Certificate

Fresh vegetables, grains, fruits, and nuts require phytosanitary certificates issued by USDA/APHIS.

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.

Korean Language Labeling

- 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.

Consideration for Labeling

- Misleading claims such as Non-GMO for products that do not have GMO counterpart are not permitted.

C Import Inspection

Laboratory Test

All newly imported products undergo laboratory tests.

Document Review

Subsequent shipments of the same product that passed the first lab test undergo document reviews.

Random Sampling Test

Samples are selected randomly depending on violation history or market intelligence.

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: 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](#)

