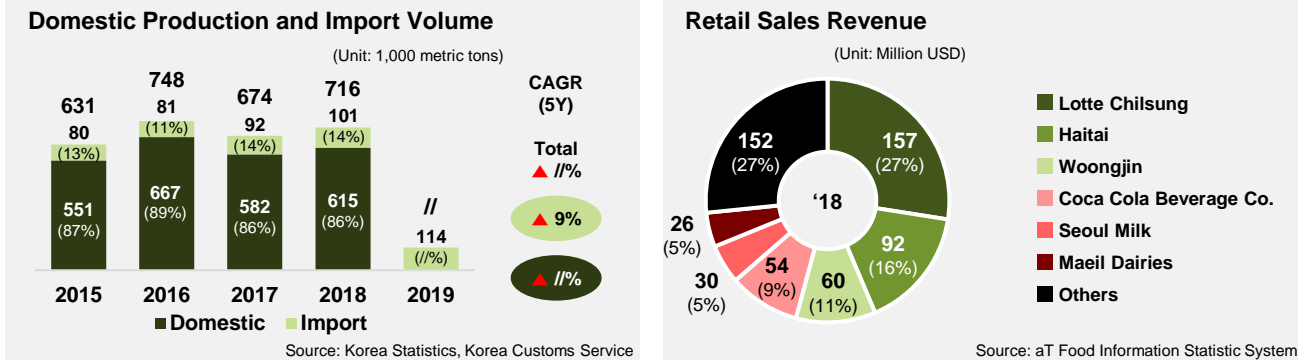


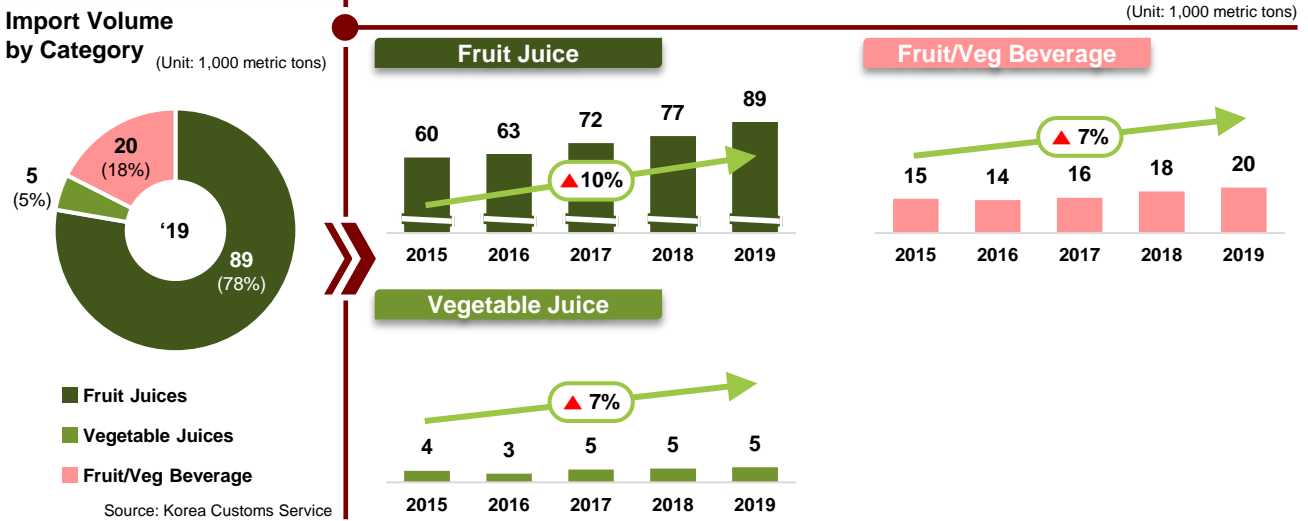
Korea Market Brief

Fruit and Vegetable Juices

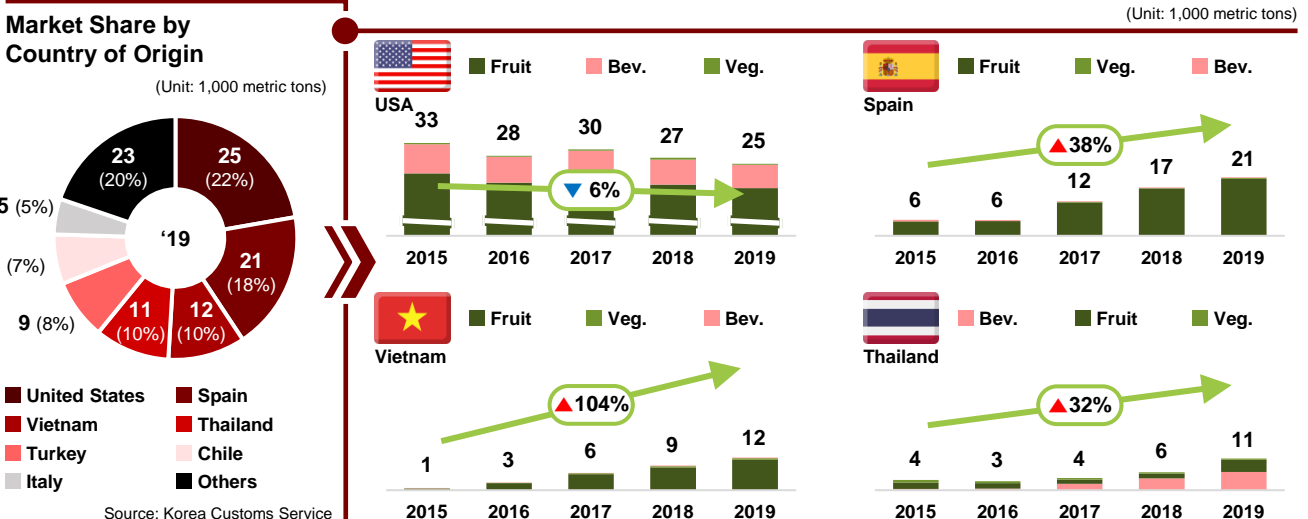
Korea's juice market is dominated by large domestic manufacturers. Imports, while making up less than 15% of the market, are on the rise.



Korea imported 114,000 metric tons of juice in 2019, up 42% from 2015. Fruit juice accounts for 78% of all imported juice.



While U.S. juice still has the largest import market share, it faces strong competition.



Consumer Trends

Increased Demand for Less Processed Juices

Following health and wellness trends, more consumers favor juices with low sugar and high nutrition, such as 'Not From Concentrate' (NFC) fruit and vegetable juices. NFC juices aim to use the least amount of processing to preserve the nutrition and flavors of the raw ingredients. According to Market Kurly, a premium online retailer, the sales volume of NFC juices from January to July 2020 increased 57% from the previous year. NFC juice is fifteen to forty percent more expensive than juices from concentrate. The number of NFC juice products increased by 92% compared to the previous year.

Vegetable Juice Convenient Source of Nutrients

According to the Korea Centers for Disease Control and Prevention, vegetable consumption in Korea decreased from 288 grams a day in 1998 to 248 grams a day in 2018 as consumers' diets became more diversified and incorporated more animal products. Consumers are concerned about improving their diet. The juice industry has responded by launching vegetable juice products to give consumers a convenient way to increase their intake of vegetables. As the importance of vegetable consumption is emphasized, more consumers are beginning to drink vegetable juices as a convenient way to improve their diet. According to Market Kurly, vegetable juice sales accounted for 13% of NFC juice sales as of mid 2020, up dramatically from just 3% of NFC juice sales in 2019.

Products with New Flavors

Consumers are seeking new flavors across the food and beverage sectors. According Nielsen Korea, the market share of traditional fruit flavors, such as orange, grape, and mandarin, decreased from 49% in 2013 to 39% in 2018. In contrast, mixed flavors and the 'others' category, which includes new-to-market flavors such as coconut or kalamansi, continue to expand their market share. This trend will continue as Korean consumers seek out new products.

Market Share of Flavors (by sales value)

| Flavor | 2013 | | 2018 | |
|-------------|---------------|--------------|---------------|--------------|
| | Rank | Market Share | Rank | Market Share |
| Orange | 1 | 25.0% | 1 | 19.8% |
| Grape | 2 | 13.9% | 4 | 11.0% |
| Mandarin | 3 | 10.1% | 5 | 8.3% |
| Others | 4 | 9.1% | 2 | 13.3% |
| Mixed | 5 | 8.5% | 3 | 11.7% |
| Aloe | 6 | 8.5% | 6 | 8.1% |
| Apple | 7 | 6.4% | 7 | 6.4% |
| Tomato | 8 | 5.8% | 9 | 4.6% |
| Mango | 9 | 4.9% | 8 | 4.7% |
| Plum | 10 | 2.9% | 12 | 2.3% |
| Lemon | 11 | 2.3% | 13 | 1.7% |
| Pear | 12 | 1.0% | 10 | 4.4% |
| Grapefruit | 13 | 0.8% | 11 | 2.6% |
| Peach | 14 | 0.8% | 14 | 1.1% |
| Total (USD) | 711.2 million | | 601.7 million | |

Source: Nielsen Korea

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 import duties on U.S. fruit and vegetable juices as shown below. Please refer to the [Agricultural Tariff Tracker](#) for details.

| Fruit and Vegetable Juices | HS code | 2020 | 2021 | 2022 | 2023 |
|---|---|--------------|-----------------|-------|------|
| <ul style="list-style-type: none"> Orange Juice Grape Juice Tomato Juice | <ul style="list-style-type: none"> Lemon, Lime Juice (Brix <=20) Single Fruit - Cranberry, Prune Mixture of Vegetable Basis | 2009 11 – 19 | 200931 10 - 20 | 0.0% | 0.0% |
| | | 2009 61 – 69 | 200980109 b – c | 0.0% | 0.0% |
| | | 2009500000 | 2009902000 | 0.0% | 0.0% |
| • Beverage of Fruit Juice | | 2202992000 | | 0.8% | 0.0% |
| • Grapefruit Juice | | 2009 21 – 29 | | 3.0% | 0.0% |
| • Apple Juice (Brix <=20) | | 2009710000 | | 4.5% | 0.0% |
| • Single Fruit – Other | • Mixture of Apple Basis | 200980109a | 2009901020 | 5.0% | 0.0% |
| • Lemon (Brix > 20) | • Mixture of Other Fruits Basis | 2009391000 | 2009901090 | 0.0% | 0.0% |
| • Mixture of Orange Basis, or Grape Basis | | 2009901010 | 2009901030 | 12.5% | 8.3% |
| | | | | 4.1% | 0.0% |

Source: <https://apps.fas.usda.gov/agtarriftracker/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. fruit and vegetable juice 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> |
|--|--|---|

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>Korean Language Labeling</p> <ul style="list-style-type: none"> Product Name Product Type Country of Origin Ingredient Names and Content Manufacture Date | <p>Consideration for Labeling</p> <ul style="list-style-type: none"> Additives Allergens |
|--|---|

(C) Import Inspection

| | | |
|--|---|--|
| <p>Laboratory Test</p> <p>All new imported products undergo laboratory tests.</p> | <p>Document Review</p> <p>Subsequent shipments of the same product that passed the first lab test are subject to document reviews.</p> | <p>Random Sampling Test</p> <p>Samples are selected randomly depending on violation history or market intelligence.</p> |
|--|---|--|

Regulatory Overview

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Korean Food Safety & Additive Standards & MRLs

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

[Food Additive Code](#)

[Food Ingredient Database](#)

[Pesticide MRLs](#)

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 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](#)