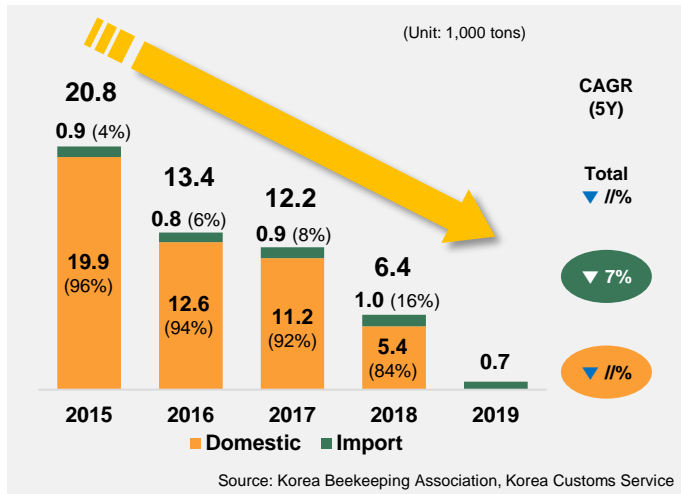


Honey

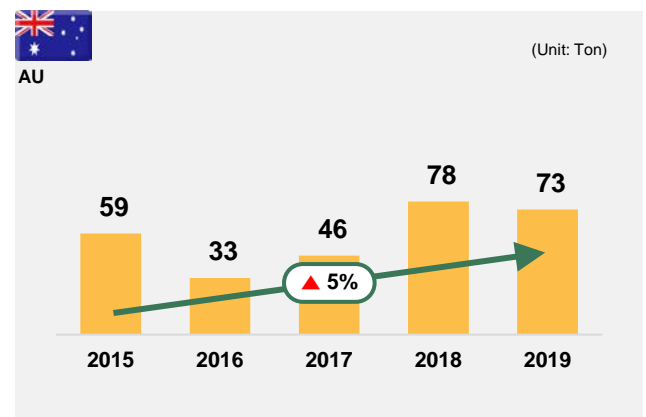
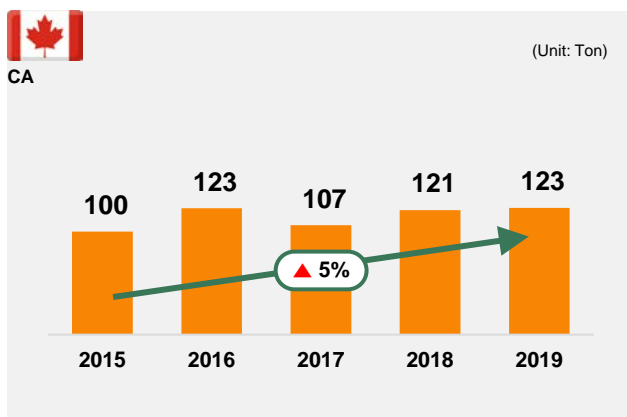
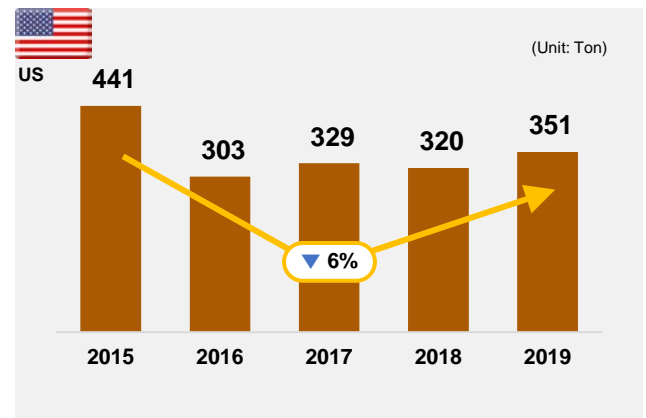
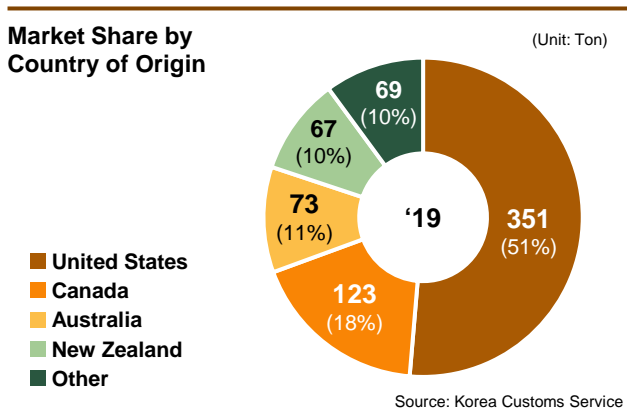


Domestic honey production declined sharply in recent years due to climate change and insect damage.



- According to a report by the Korean Beekeeping Association, the decrease in local natural honey production was largely due to climate change disrupting the growth of nectar-rich flowers and damaging bee habitat.
- Imports of natural honey will likely increase as duties fall under Free Trade Agreements established with trading partners (including the United States, Canada, New Zealand, and Vietnam).

The United States is the leading supplier of imported honey to Korea, accounting for 51% of imports in 2019.



Consumer Trends

Korean consumers value health and convenience. Many consumers view honey as a healthy, premium sweetener. More products are being offered in smaller containers or single-serving packages.

Sugar Alternative

Korean consumers are highly concerned about their health and diet. Concern about health risks associated with obesity have increased demand for products containing less fat and added sugar. For example, Lotte-Nestle Korea launched an instant coffee-mix product in 2016 with honey and stevia instead of sugar. Consumers view honey as a healthier alternative to sugar.

Premium Honey for Health Benefits

Koreans have long believed that eating natural honey has health and nutritional benefits. They also highly value honey as a premium sweetener. Natural honey remains a popular gift item during important holidays in Korea. These positive images continue to generate solid consumer demand for premium quality natural honey. For example, New Zealand has seen its Manuka honey exports to Korea increase significantly in recent years due to strong demand for premium honey among Korean consumers.

Retailers Offer Low Price U.S. Honey to Attract Consumers

Many Korean consumers recognize the United States as a trusted origin for good quality, fair value natural honey. As a result, U.S. honey has enjoyed a dominant market share in the imported honey market in Korea over the years. Leading Korean grocery retailers, including EMART and COSTCO, have been offering U.S. honey with minimum mark-ups as a key product to attract the consumers to their stores.

Convenient Packaging

Convenience has become an important component in product packaging as Korean consumers face busier lives. More honey products in grocery stores are offered in small, single-serving packages such as 10g sticks or tubes.

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. honey as shown below. Please refer to the [Agricultural Tariff Tracker](#) for details.

Honey	HS code	2020	2021	2022	2023
• Honey, Natural	040900	0.0% up to 253 M/T, 243% above 253 M/T	0.0% up to 261 M/T, 243% above 261 M/T	0.0% up to 268 M/T, 243% above 269 M/T	0.0% up to 276 M/T, 243% above 277 M/T

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. honey 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>
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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"> • 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 • Nutrients • Allergens
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C Import Inspection

<p>Laboratory Test</p> <p>All newly imported products undergo laboratory tests.</p>	<p>Document Review</p> <p>Subsequent shipments of the same product that passed the first lab test undergo document reviews.</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 & 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 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](#)