

Korea Market Brief

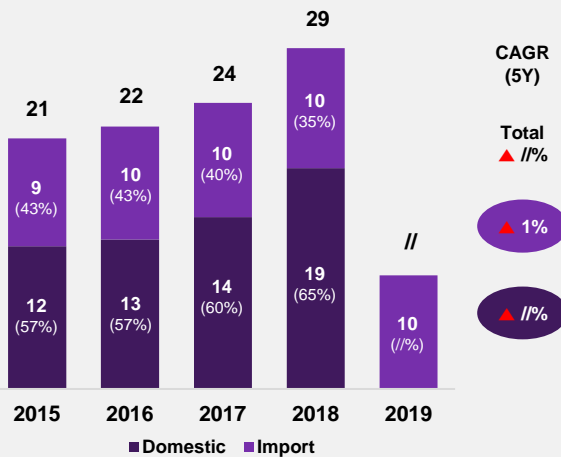
Jams, Jellies, Fruit Preserves



The jams, jellies and preserves market is growing steadily. Domestic manufacturers are expanding their market share by launching products targeted to Korean consumers' needs.

Domestic Production & Import Volume

(Unit: 1,000 metric tons)



Source: Korea Customs Service, Ministry of Food and Drug Safety

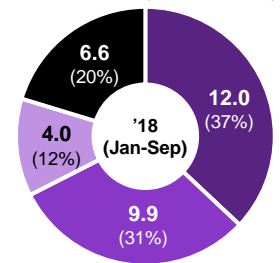
- Korea's jam, jellies, and fruit preserves market totals almost 30,000 metric tons; 35% comes from imports.

- ✓ Fruit preserves account for 62% of the jam, jellies, and preserves market.

- ✓ Bokumjari, Ottogi, and Chungjungone are the three main producers in Korea.

Sales by Key Players

(Unit: Million USD)



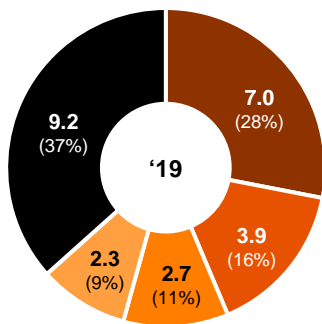
■ Bokumjari ■ Ottogi
■ Chungjungone ■ Others

Source: Nielsen Korea

China has the largest import market share. The United States is the second largest supplier, with a 16% import market share.

Market Share by Country of Origin

(Unit: Million USD)



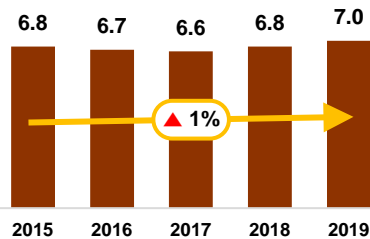
■ China ■ United States
■ Mexico ■ France
■ Others

Source: Korea Customs Service

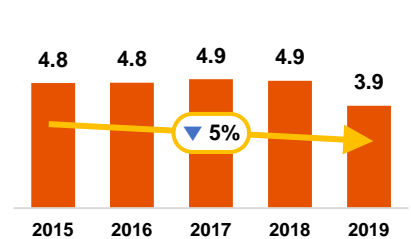
(Unit: Million USD)



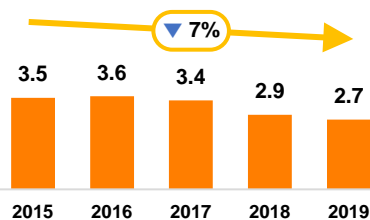
China



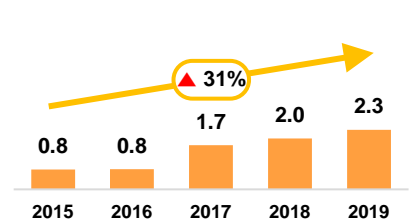
USA



Mexico



France



Consumer Trends

Demand for Healthier Products

Korean consumers are more inclined to purchase low-sugar products due to increased interest in healthier foods. According to Market Kurly, a premium online retailer, the sales volume of low-sugar products increased by 35% from January to May 2020 compared to the same period last year. Low-brix fruit jams were one of their popular products. In response to consumers' demand for healthier products, the jam market now offers more no-sugar or low-sugar products. Instead of sugar, food processors are using honey and other natural alternative sweeteners.

Convenient Packaging

Convenience is a major trend in the food industry. Jam manufacturers are launching products in user-friendly packaging. Compared to traditional jars which are difficult to open and prone to break, new packaging allows consumers to easily store, carry and use the jam in any setting. For example, Bokumjari, one of the largest jam manufacturers in the market, launched products in tubes. Ottogi, another large manufacturer, launched jams in single-serve packets.

Local Products in Convenient Packaging



(left) Bokumjari's Strawberry and Blueberry Jam in Tubes
(right) Ottogi's Strawberry Jam in Single-serve Packets

Examples of Local and Imported Products

The best-selling products in the jam categories on Emart Mall, an online food retailer, can be found below. Local jams are cheaper than imported ones.

Best selling products on Emart Mall (online)

Local Top 3



Bokumjari
280g
\$0.50/100g



No Brand
800g
\$0.46/100g



Ottogi
850g
\$0.71/100g

Import Jam Top 3



Mackays
340g
\$1.21/100g



Fynbo
230g
\$1.12/100g



HERO
340g
\$1.31/100g

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. jams, jellies, and fruit preserves under KORUS FTA are shown in the table below. Please refer to the [Agricultural Tariff Tracker](#) for details.

Jams, Jellies, Fruit Preserves	HS code	2020	2021	2022	2023
• Citrus Based – Jams, Jellies and Marmalades	2007911000	3.0%	0.0%	0.0%	0.0%
• Citrus Based – Other	2007919000	0.0%	0.0%	0.0%	0.0%
• Jams, Fruit Jellies, Others	2007991000 2007999000	3.0%	0.0%	0.0%	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. jams, jellies, and fruit preserves 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. 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 • Nutrients • Allergens
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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 review.</p>	<p>Random Sampling Test</p> <p>Samples are selected randomly depending on violation history or market intelligence.</p>
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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](#)