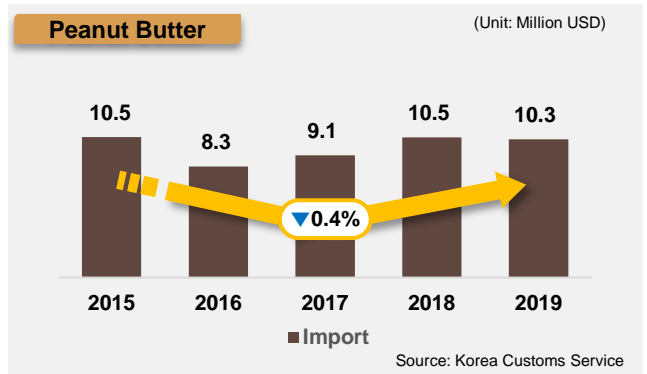
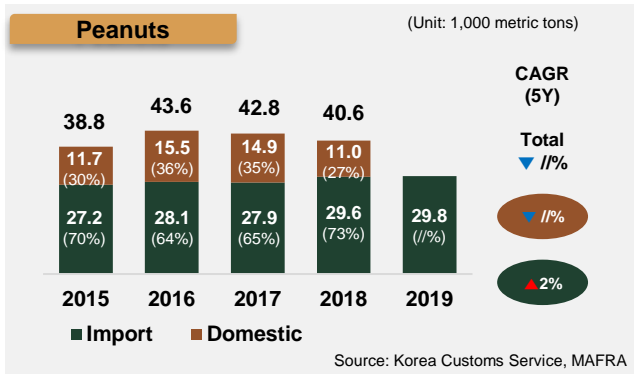


Korea Market Brief

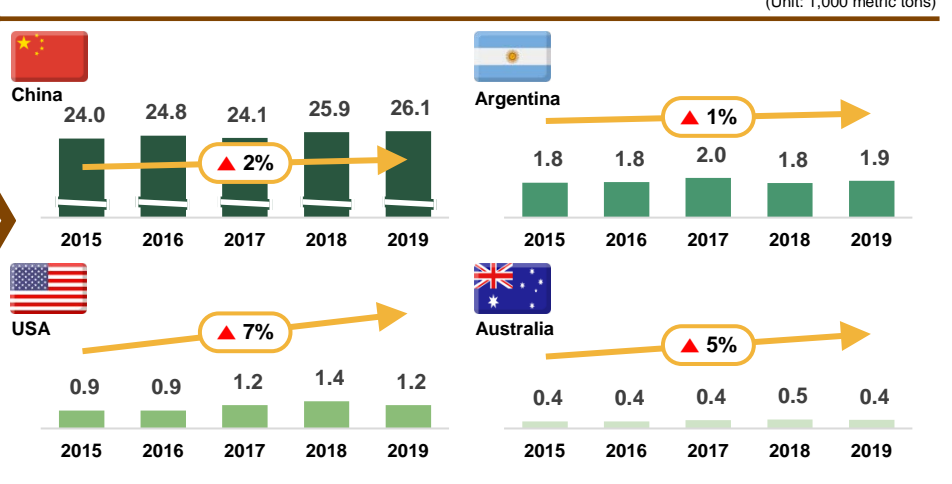
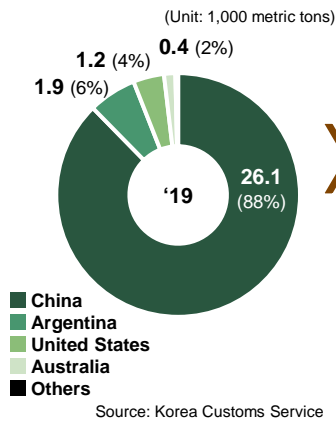
Peanuts and Peanut Butter

Peanuts are popular in Korea and consumed in a variety of ways. Demand for peanuts and peanut butter is steady.



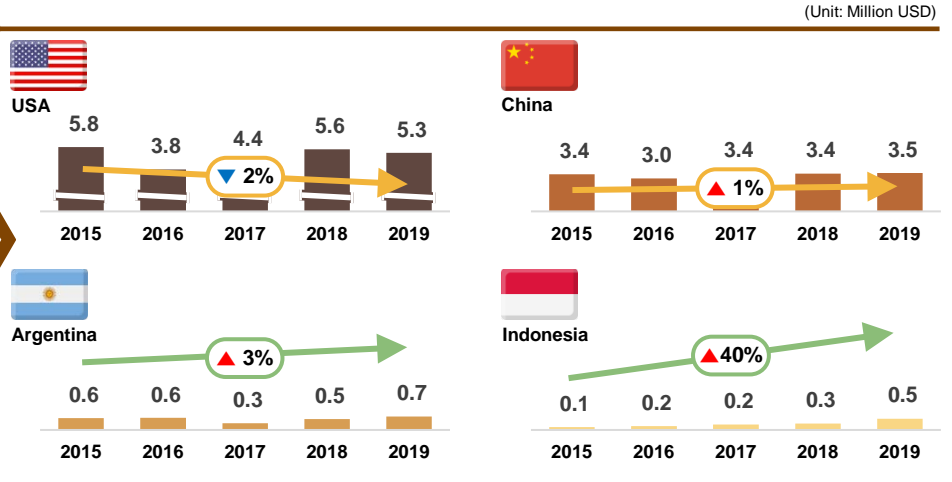
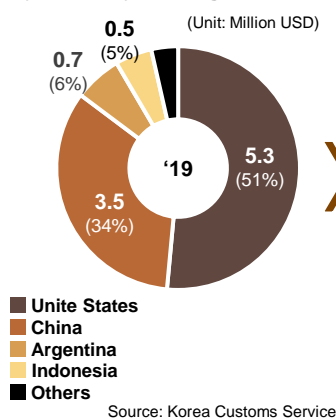
China is the leading exporter of peanuts to Korea.

Peanut Market Share by Country of Origin



Korea imported \$10.3 million worth of peanut butter in 2019. The United States is the leading supplier, with a 51% market share.

Peanut Butter Market Share by Country of Origin



Consumer Trends

The Peanut Market in Korea

Peanuts are widely consumed in Korea. They are commonly prepared as a snack after roasting, blanching, or adding seasonings. Adults have favored peanuts as they pair well with alcoholic drinks. Children enjoy various peanut products such as peanut confection and peanut-added snacks. A range of peanut products with a variety of seasoning options, such as honey and coffee-covered peanuts, have been launched in the market.

The Peanut Butter Market in Korea

According to EMART, peanut butter sales revenue in 2019 totaled \$1.3 million. While peanut butter sales have been on a general decline, they picked up during the COVID-19 pandemic. According to a peanut butter importer, the brands Skippy and Ligo account for about 50% and 20% of imports, respectively. Other known brands in the market include Private Brand, Peter Pan, and Jif.

Top Products in the Korean Market

Peanut butter products in Korea are dominated by imported products. On Emart Mall, one of the largest online food retailers, there are currently more than ten imported brands being sold. In 2019, Emart launched a peanut butter product through its private label brand, No Brand. No Brand's strategy is to launch a product that is cheaper than competitors' products. Due to its price competitiveness, No Brand's crunchy peanut butter and creamy peanut butter are the best sellers on the Emart Mall platform.

Best selling products on Emart Mall (online)



No Brand (PB)
340g/ \$2.40



Skippy
462g/ \$6.10



Ligo
462g/ \$4.80



Super Nuts
300g/ \$7.75



Peanut Butter&Co
454g/ \$8.35

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. peanuts and peanut butter as shown below. Please refer to the [Agricultural Tariff Tracker](#) for details.

Peanuts and Peanut Butter	HS code	2020	2021	2022	2023
• Peanuts*	120210 120220	92.1%	76.8%	61.4%	46.0%
• Peanuts, Prepared	2008119000	6.3%	0.0%	0.0%	0.0%
• Peanut butter	080231	5.0%	0.0%	0.0%	0.0%

*Peanuts are subject to a Safeguard Tariff (230.5%) if imports exceed 221 M/T (2020), 231 M/T(2021), and 241 M/T(2023)
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. peanuts and peanut butter 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 undergo document reviews and may be inspected.</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: 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?

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](#)

