

FROM
BIBIMBAP
TO BTS
HOW
KOREA
CAPTIVATES
THE WORLD





**KOREA IS
PARTNER
COUNTRY
OF ANUGA 2025**



KOREA

Partner country of Anuga 2025

THE WORLDWIDE DEMAND FOR

K-FOOD

**IS GROWING RAPIDLY AND
KOREAN COMPANIES ARE
ACTIVELY CO-SHAPING THE
FUTURE OF THE INDUSTRY.**



**Bastian Mingers,
Vice President Trade Fair
Management, Food & Food
Technology at Koelnmesse**



**KOREA
IS ONE OF
THE 6 LARGEST
FOOD EXPORTERS
IN THE WORLD.**

HANSIK

KOREAN KITCHEN



REPRESENTS
AUTHENTIC FLAVOURS,
HEALTHY INGREDIENTS AND
GLOBAL TRENDS.

KIMCHI





BIBIMBAR



INSTANT NOODLES

NAMUL





MANDU



KIMBAP



JIGGAE



SAMGYEOPSAL



TTEOKBUKKI



NAENGMYEON



BULGOGI



SAMGYETANG



MOK-BANG

AN INTERNET VIDEO TREND
FROM SOUTH KOREA

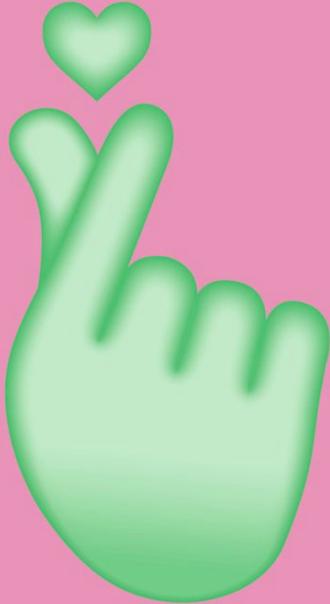
PEOPLE CONSUME
OVERSIZED PORTIONS OF
FOOD AND FILM
THEMSELVES DOING SO

HALLYU

THE INCREASING
GLOBAL POPULARITY
OF CONTEMPORARY
SOUTH KOREAN
CULTURE IN THE
21ST CENTURY.



HALLYU!



The Korean Wave

The Korean Wave began in the late 1990s with the rising popularity of Korean TV shows and films across Asia.

By the mid-2000s, it gained global traction, driven by the success of Korea's music industry and the rise of the internet, social media, and Generation Z.

South Korea strategically invested in ICT and cultural industries to boost national confidence and global reputation, using cultural "soft power" with support from both government and private sectors.



HALLYU

**THE WORLD'S LARGEST
AND FASTEST CULTURAL
PARADIGM SHIFT IN
MODERN HISTORY.**

**Euny Hong, author of
The Birth of Korean Cool**

THE
HALLYU
PHENOMENON
HAS SPREAD TO ALL
CORNERS OF THE WORLD.



EXHIBITION
ZURICH,
SWITZERLAND

Das Kulturamt der Stadt Zürich

museum rietberg rietberg.ch

HALLYU!

4.4. -
17.8.
2025

The Korean Wave

KOSTENLOS FÜR MITGLIEDER
UND BIS 18-JÄHRIGE

Die Ausstellung zu koreanischer Kunst und Popkultur

Unterstützt von
Vestibul Stiftung Swiss Re

Mehrpublisher
Blick LE TEMPS arta monopol yd pty

V&A
Created by the V&A



OPPAN GANGNAM STYLE

A K-POP SONG BY SOUTH
KOREAN SINGER PSY, 2012

GANGNAM IS A DISTRICT
OF SEOUL.

GANGNAM MEANS “SOUTH
OF THE RIVER”– IN THIS
CASE, SOUTH OF THE HAN
RIVER.

GANGNAM IS ALSO ONE OF
THE RICHEST AND MOST
GLAMOROUS PLACES IN
SEOUL.



**IN 2015, A STATUE
WAS PLACED IN
THE GANGNAM
DISTRICT IN HONOR
OF THE SONG.**



**THE SONG OPPAN GANGNAM STYLE
MADE K-POP FAMOUS WORLDWIDE.**

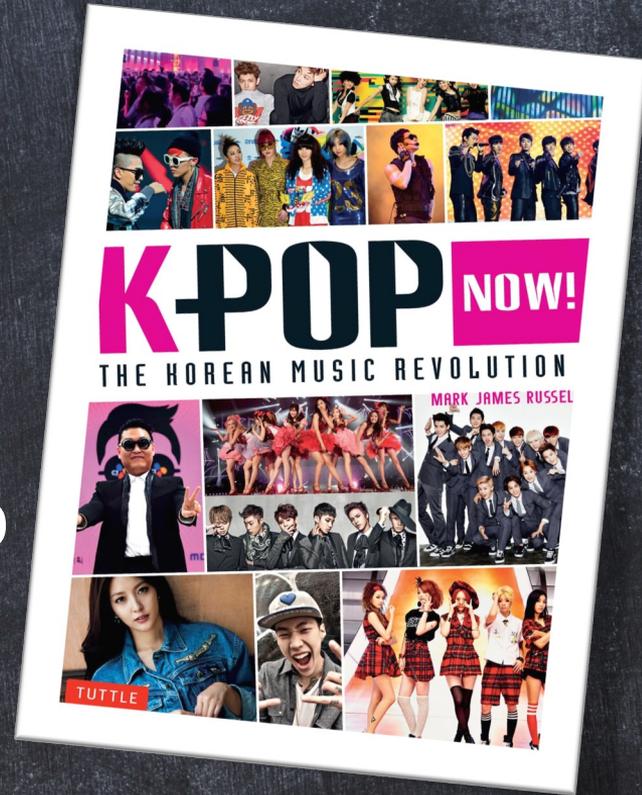
K-POP

SHORT FOR KOREAN POP MUSIC

ONE OF SOUTH KOREA'S MOST
INFLUENTIAL CULTURAL EXPORTS.

KNOWN FOR ITS CATCHY MELODIES,
HIGH-ENERGY CHOREOGRAPHY, AND
POLISHED VISUALS.

K-POP HAS BECOME
A GLOBAL PHENOMENON.



K-POP IS MORE THAN MUSIC

**IT'S A POWERFUL BLEND OF FASHION,
STORYTELLING, AND COMMUNITY,
PLAYING A KEY ROLE IN SHAPING
KOREA'S IMAGE AS A
TRENDSETTING, CREATIVE NATION.**

**BTS & COLDPLAY
MY UNIVERSE, 2021**

**BTS IS THE MOST FOLLOWED
K-POP-BAND ON SPOTIFY.**



ROSÉ

⚡ BRUNO
MARS



APT.

2024



K-Wave
LIMITED EDITION
FLAVOR

Coca-Cola
ZERO SUGAR

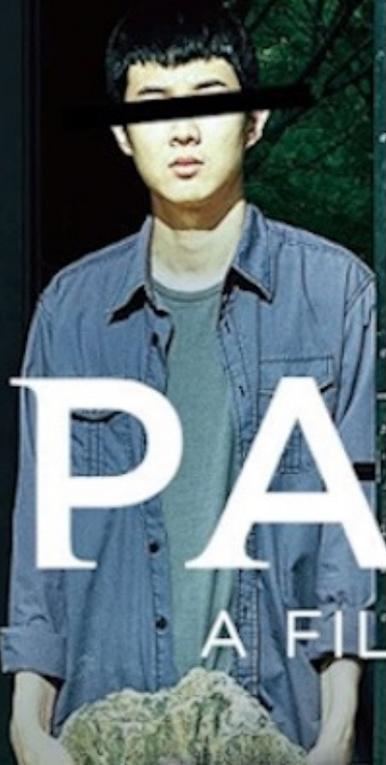


NO CALORIES



2024

4 OSCARS 2020
THE FIRST NON-ENGLISH
LANGUAGE PRODUCTION TO WIN
THE OSCAR FOR "BEST FILM"



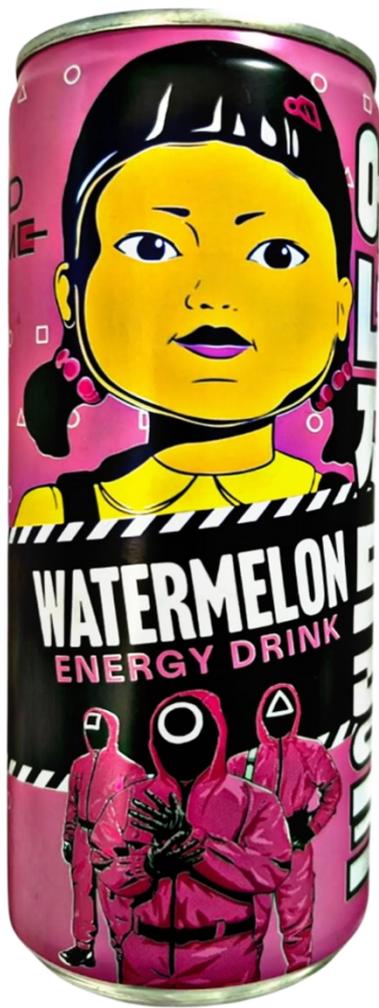
PARASITE

A FILM BY BONG JOON HO



**SQUID
GAME**

**2021
THE MOST
SUCCESSFUL
NON-ENGLISH
LANGUAGE SERIES
ON NETFLIX**



ENERGY DRINK

食好東西
GOOD EATS MART



PASSIONFRUIT



JOHNNIE WALKER



NETFLIX
**SQUID
GAME**



**LIMITED
EDITION**

JOHNNIE WALKER BLACK LABEL X SQUID GAME COLLABORATION IS AN UNEXPECTED, YET HUGELY SATISFYING CELEBRATION OF THE COMPLEXITIES OF THE HUMAN SPIRIT AND THE PURSUIT OF HUMAN PROGRESS.



Funko

NETFLIX
SQUID
GAME

esarom



SQUID GAME™/© Netflix. Used with permission.

NETFLIX
SQUID
GAME

X

Yummer's



with Permiss



NEW Squid Game Meal
with Dalgona Candy

SQUID GAME



Remove the Shape Without Breaking
or Grimace Will Come For You



esarom





SIPS OF KOREA



THE MOST ICONIC KOREAN SPIRIT
A CLEAR, COLORLESS DISTILLED.
TRADITIONALLY MADE FROM RICE,
THOUGH LATER ALSO PRODUCED
USING OTHER GRAINS.
20 %VOL ALCOHOL
ITS TASTE IS OFTEN COMPARED
TO THAT OF VODKA.

SOJU





KOREAN NO.1 SOJU
JINRO

FLAVOURED SOJU





YOGURT SOJU

originated in Korea and has since become a legendary drink amongst the KBBQ joints and karaoke halls of American K-towns.

Made with soju, yogurt, seltzer, and a splash of lime. Creamy, light, sweet, and bubbly.

MAKGEOLLI IS LIKELY KOREA'S OLDEST ALCOHOLIC DRINK, WITH 6–7% ALCOHOL BY VOLUME. MADE FROM UNFILTERED FERMENTED RICE, IT HAS A MILKY, CLOUDY LOOK AND A SLIGHTLY SWEET TASTE.

SINCE 2010, IT'S BEEN CERTIFIED IN KOREA. THOUGH OFTEN SOLD IN PLASTIC BOTTLES, IT'S TRADITIONALLY SERVED IN METAL OR WOODEN BOWLS. IT'S ESPECIALLY POPULAR AMONG YOUNG URBAN KOREANS.



MAKGEOLLI

CHEONGJU

USES THE SAME FERMENTATION PROCESS AS MAKGEOLI, BUT USES THE TOP CLEAR LAYER OF THE FERMENTATION RATHER THAN THE BOTTOM UNFILTERED LAYERS.





SIKHYE

A sweet rice punch made from malt water and cooked rice.

Served chilled, often as a dessert or refreshment.

Slightly grainy with floating rice kernels; mildly sweet.



SUJEONGGWA

A cinnamon punch made with dried persimmons, cinnamon, and ginger.

Typically served cold; popular in winter and festive meals.



OMIJA-CHA

5-Flavour-Tea

made from dried
Schisandra berries

named for its complex 5-
flavor profile: sweet,
sour, salty, bitter, and
pungent



YUJA-CHA CITRON TEA

Made from yuja fruit = yuzu, sugar or honey.

Used as a home remedy for colds and sore throats.

Tart, fragrant, vitamin-rich, and warming.



BORI-CHA BARLEY TEA

Roasted barley tea,
often served as a
water alternative
in Korean households.

Nutty, slightly bitter,
caffeine-free.

Served warm in winter,
cold in summer.





BUBBLE TEA
ORIGINALLY
TAIWANESE,
BUT EXTREMELY
POPULAR
IN KOREA.

**BANANA MILK
IS ICONIC.**

**NOSTALGIC AND
BELOVED BY ALL
AGES.**

**AVAILABLE IN
CONVENIENCE
STORES
EVERYWHERE.**

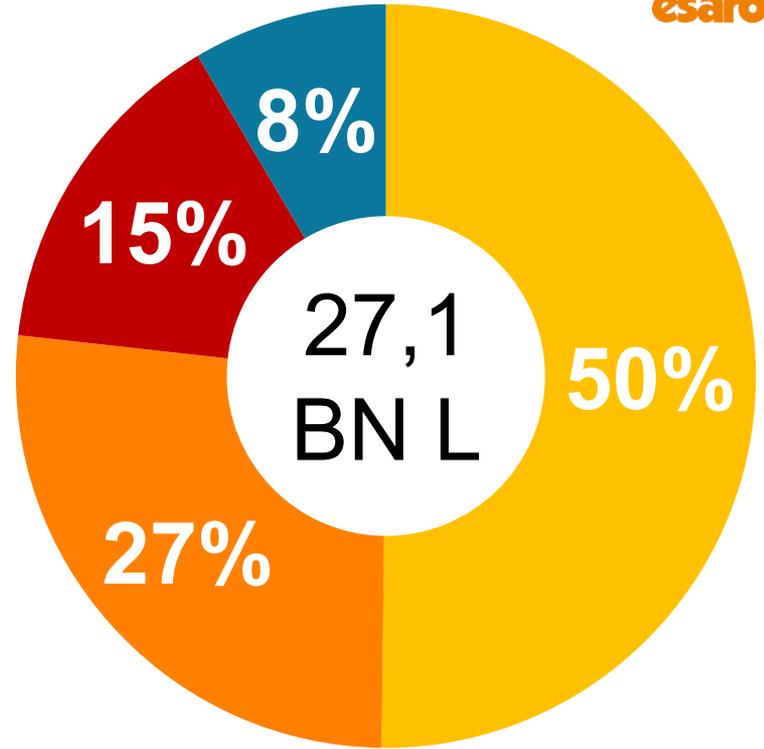




Baskin-Robbins
바나나맛 우유

11.12 07H FI
BOLIN

SOUTH KOREA



- HOT DRINKS
- SOFT DRINKS
- ALCOHOLIC DRINKS
- DAIRY DRINKS



GlobalData.



서울우유협동조합 SEOUL MILK = Korea's N° 1



DRINKING
YOGHURT

20%

OF DAIRY MARKET
452 MIO L

GlobalData.

서울우유협동조합

SEOUL MILK = Korea's N° 1



SOUTH KOREA HAS A DYNAMIC COFFEE SCENE, WITH A STRONG CAFÉ CULTURE AND HIGH DAILY CONSUMPTION.



A close-up photograph of two glasses of Dalgona coffee. The coffee is served in clear glass tumblers on a white ceramic plate. Each glass features a thick, light-brown, whipped coffee foam on top, which is dusted with dark chocolate shavings. The coffee liquid below the foam is a rich, golden-brown color. In the background, a white ceramic cup is partially visible, and to the right, there are several dark-colored coffee capsules and a whole orange. The overall scene is set against a dark, textured background, possibly a wooden surface or a dark countertop.

DALGONA
WHIPPED INSTANT
COFFEE BECAME
GLOBALLY FAMOUS
DURING THE PANDEMIC



INSPIRED BY THE ICONIC SQUID GAME DALGONA CHALLENGE, THIS LATTE BLENDS RICH ESPRESSO WITH VELVETY MILK AND A GOLDEN SWIRL OF CARAMELIZED SUGAR, TOPPED WITH A DELICATE DALGONA-STYLE FOAM.



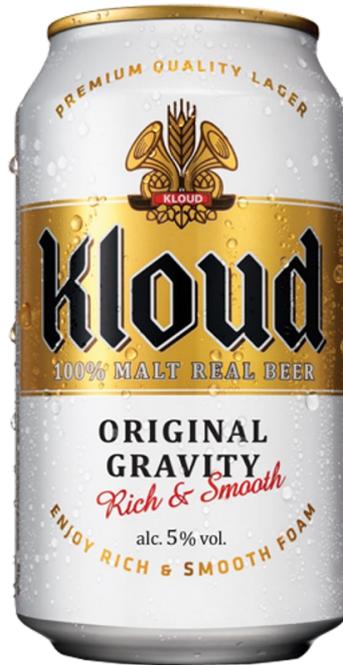
BEER IS THE MOST POPULAR ALCOHOLIC DRINK IN SOUTH KOREA



오비맥주
Oriental Brewery Co.



hite HITE-JINRO



 **LOTTE**
CHILSUNG BEVERAGE

THE 3 TOP BEER BRANDS AND COMPANIES IN SOUTH KOREA.

TOGETHER ABOUT 90% MARKET SHARE.

KOREANS LOVE LAGER BEER – 93% VOLUME MARKET SHARE.

DUE TO THE COST OF MALT,
KOREAN BEER MAKERS USE
CORN, RICE AND TAPIOCA
FOR MANUFACTURING.



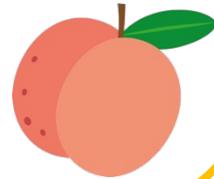


카스 0.0는 논알코올 성인을 용량이며 0.05%미만의 알코올을 함유하고 있습니다. 1 제조사/판매사 : 오비맥주

FLAVOURED BEER
VOLUME MARKET SHARE

0,2%

TOP FLAVOURS



THE SOUTH KOREA SOFTDRINKS MARKET



ENERGY DRINKS

RTD TEA DRINKS

RTD COFFEE DRINKS

SYRUPS

STILL DRINKS



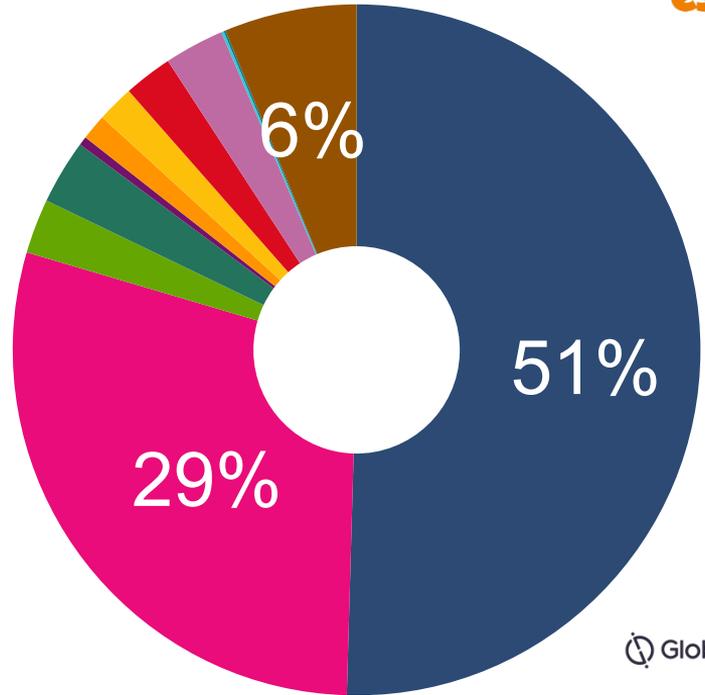
JUICE

NECTARS

FLAVOURED WATER

ENHANCED WATER

GROWTH 2024 – 2029



GlobalData.

	Mio L		Mio L
Packaged Water	3.614	Nectars	124
Carbonates	2.085	Juice	86
RTD Coffee Drinks	446	Squash/Syrups	30
RTD Tea Drinks	216	Flavoured Water	8
Sports Drinks	201	Enhanced Water	6
Still Drinks	183	Total	7.164
Energy Drinks	163		

MARKET SHARE 2024

VOLUME 2024

TOP 5 COMPANIES

NON-ALC BEVs
VOLUME SOUTH KOREA 2024

 GlobalData.



Jeju Special Self-Governing
Province Development Corp.

1,5 BN L
MARKET SHARE 21%



LOTTE
CHILSUNG BEVERAGE

1,4 BN L
MARKET SHARE 20%



1,1 BN L
MARKET SHARE 15%



pepsi
591 MIO L
MARKET SHARE 8%

해태 htb 
HAITAI BEVERAGE

416 MIO L
MARKET SHARE 6%

TOP 10 FLAVOURS

NON-ALC BEVs
VOLUME SOUTH KOREA 2024

GlobalData.



COLA
917 MIO L



CLEAR
LEMONADE
384 MIO L

COFFEE
355 MIO L



ORANGE
333 MIO L



LEMON
290 MIO L



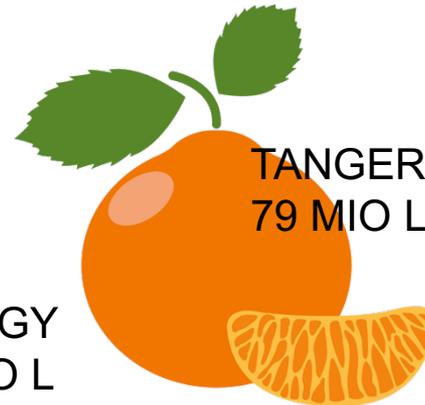
COLA-LIME
254 MIO L



LEMON-LIME
137 MIO L



ENERGY
97 MIO L



TANGERINE
79 MIO L



LATTE
73 MIO L



Chilsung Cider

LOVED FOR
70 YEARS!



CHILSUNG CIDER
IS THE KOREA'S
NO.1 ORIGINAL
CARBONATED
BEVERAGE WITH A
LONG HISTORY.
SINCE 1950.

LEMON LIME
FLAVOUR.





국내산 과즙 함유
칠성사이다
복숭아&청귤





**WITH MILK
TO CREATE A
CREAMY TASTE,
CARBONATED**



DRINK POUCHES

are a standard feature in Korean convenience stores.

You find shelves filled with a variety of flavours, from juices and syrups to iced coffee.

You can enjoy these drinks ice-cold by grabbing a matching cup filled with ice cubes from the freezer. Simply tear open the pouch, pour in the contents, and your drink is ready.



ZERO-SUGAR
DRINKS
RESHAPE
THE BEVERAGE
MARKET

TASTE
IS JOY OF LIFE.

