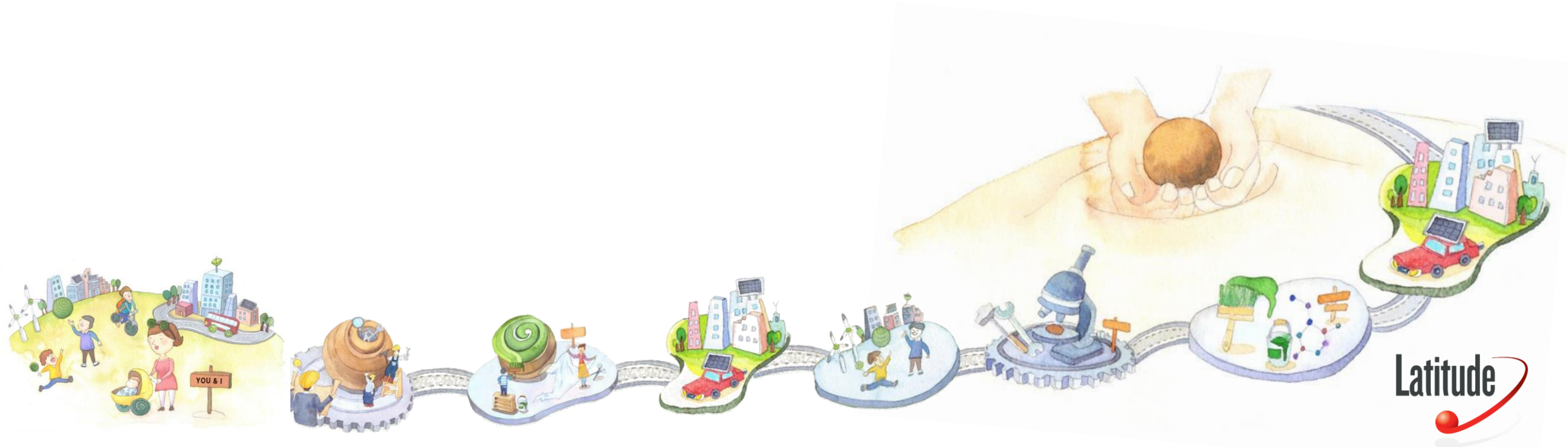




# South Korean consumers

JongKyu Jang 5<sup>th</sup> April 2023



Taking bold action to shape sustainable living

# Background culture

“Nunchi 눈치” in Korea where the high context society

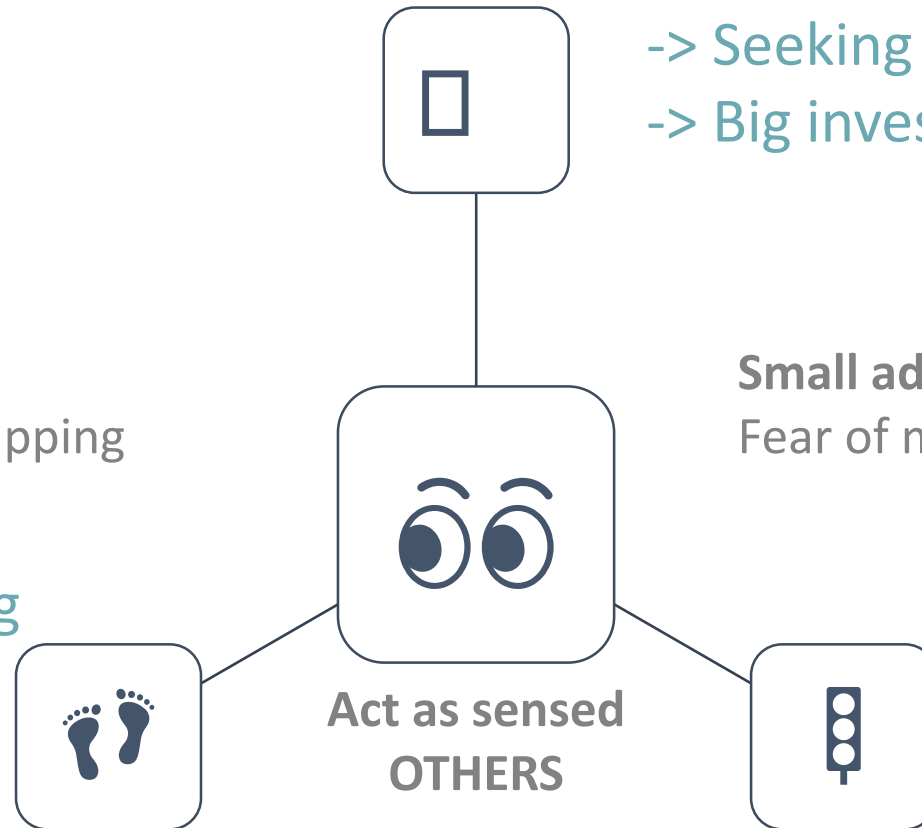


## 눈치

### Fast following

Quick expansion / Swift swapping

- > MeToo products
- > Impatience in trying



### Uniqueness = Risk

Be in the group / Think losing before winning

- > Seeking a leader
- > Big invest to lead

### Small adventure

Fear of missing out / Comfort in a little tweaks

- > Strong competition
- > Details to win

# Understanding consumers



Building a brand proposition,  
Starting from the shopper insights

Join branding with plant-based milk  
Being in the group



Ripeness information  
Help to follow



Easy recipe, smoothie  
Small adventure

# TV show power

“What to eat today?” (Olive TV, Sept 2016)



Easy hurdle for following up



Small adventure



Avoiding risk, following leader



fast following

Google Trends

Keyword “avocado” in Korean (아보카도)



# Food service played a role



Handy try (by buying)



Small adventure



following leader / invest to lead



fast following



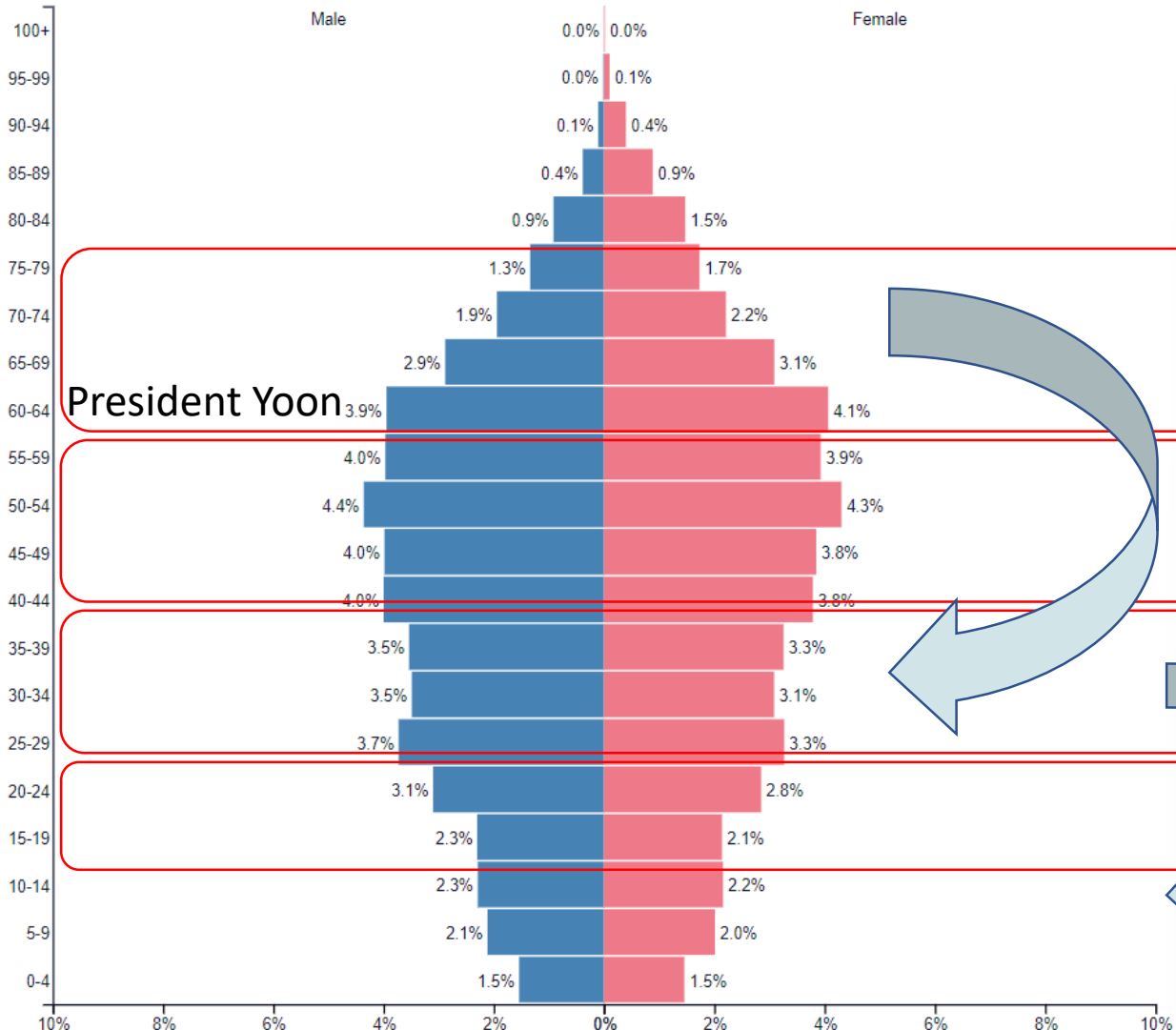
A little tweak



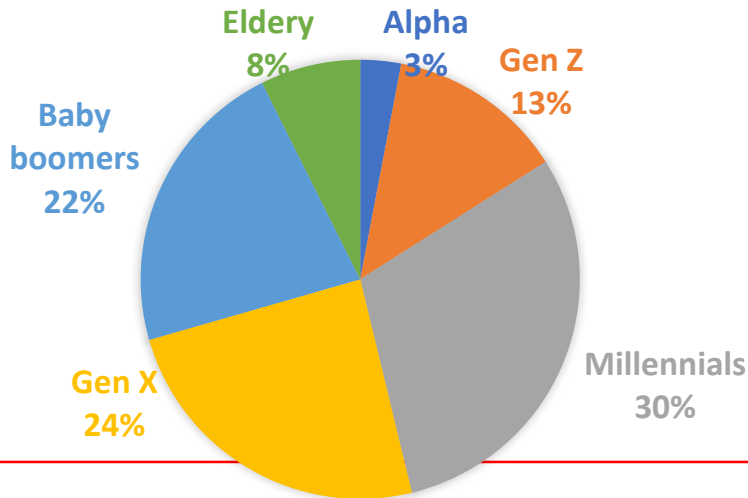
Republic of Korea ▼

2022

Population: 51,815,809



President Yoon



2022

Baby-boomers

Gen X

Millennials

Gen Z



# Lifestyle



Aging society



Whatever it is good for live a bit easier

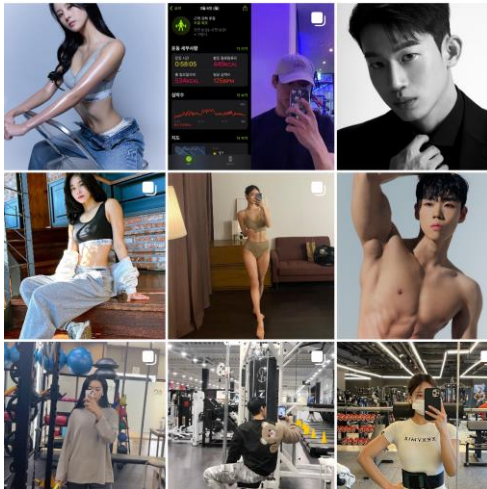


Small adventure



#바디프로필  
4,370,060 posts  
Follow

Top posts



Youngsters

Try things others doing if they are looking better than my body

Fast following



# Lifestyle (cont.)



Only child



Looking for the best of best



Uniqueness = risk



Single / No-kids



Self-actualization

Small adventure



Being a leader





# Challenge Opportunity



~~Getting edible avocados are not easy~~



Help consumers to enjoy

ripening



Right after shopping

<https://www.teamblind.com/kr/post>



Tried home ripening

<https://yespapa.tistory.com/272>



Not sure it's edible

<https://pann.nate.com/talk/322375026>



Special channel partnership opportunity

- supply as 'ready-to-eat'

- Display by ripe staged avocado

recipe



Salad



On top of rice



Sandwich



Poke



Join branding opportunity

Make it easy is not easy but the key!

Easy to buy, easy to eat,

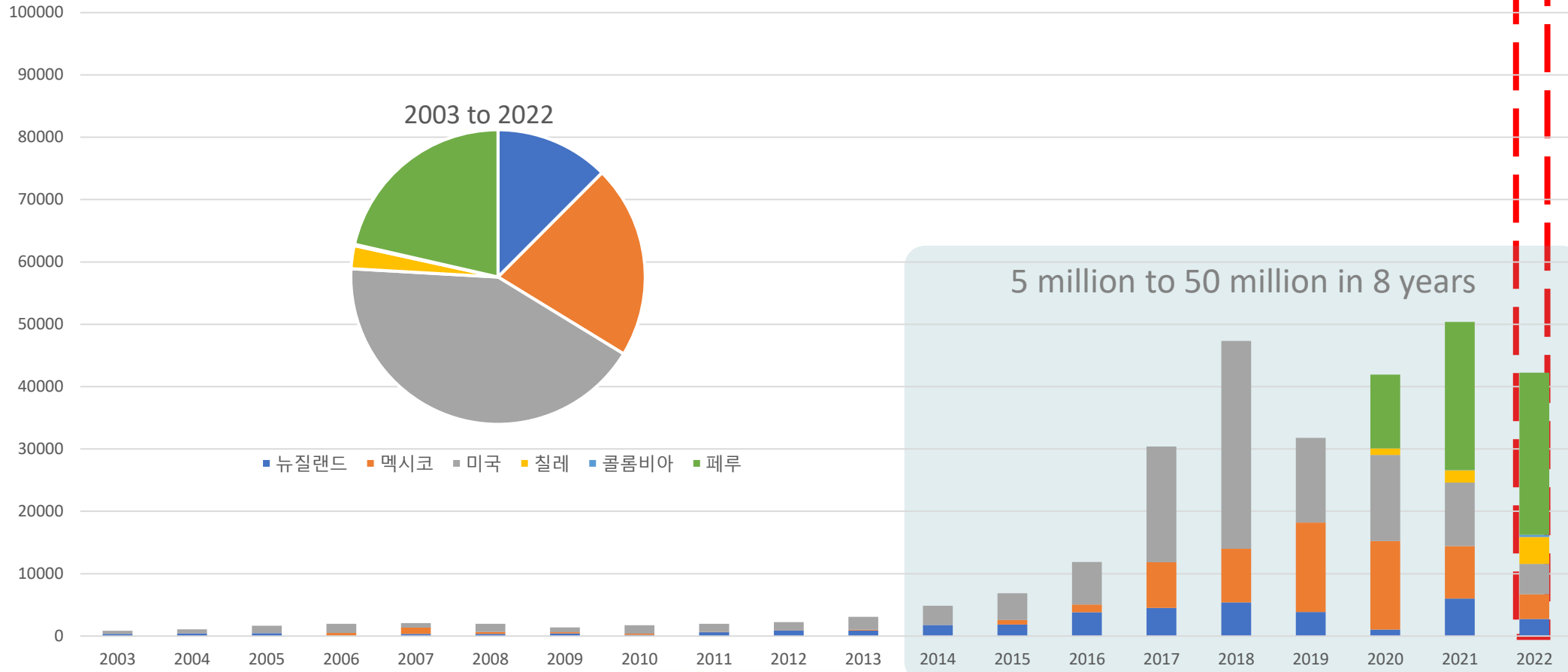
edible when you buy, easy to try

EASY TO FOLLOW!



# from zero to hero

HS Code 080440. Import value in USD as CIF price (Korea Customs)



↑ AVANZA hired Latitude since 2013





[www.atlatitude.com](http://www.atlatitude.com)

For more information please contact us  
[hello@atlatitude.com](mailto:hello@atlatitude.com)

Latitude is  
located in

NEW ZEALAND

SOUTH KOREA

