

# **Korea Coffee Market**

**TERAROSA Coffee**  
**YUNSON, LEE**

## Starting coffee in Korea

\*1950 Korean War

\*1968

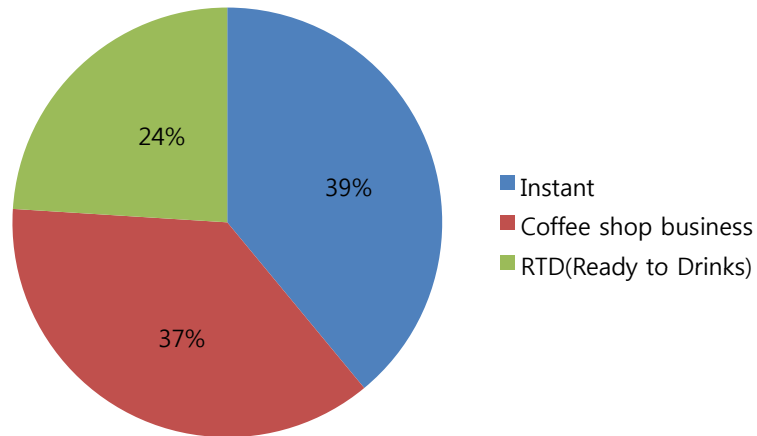
-Dong Su Food start to produce Coffee  
(Instant coffee)

\*1999

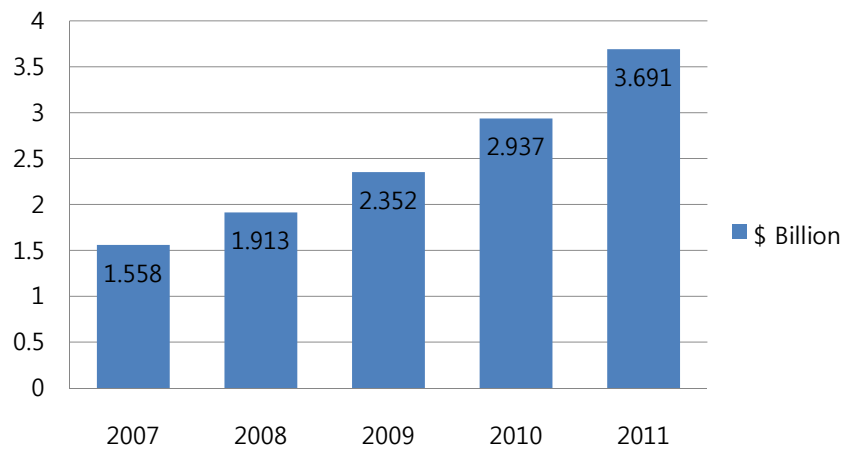
-Starbucks coffee in Seoul

## Korea coffee market

Total: \$3.691 Billion (from Nielsen Korea/2011)



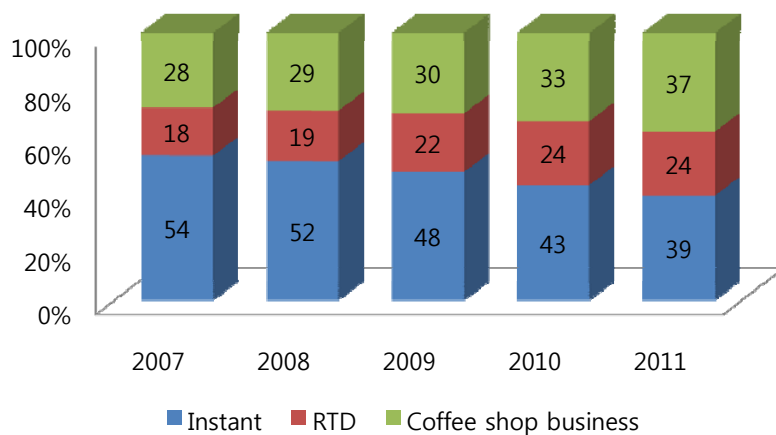
## 2007-2011 Korea coffee market



## Korea Coffee Market

- 2007 Instant Coffee : Roasted Coffee.  
95% : 5%
- 2011 Instant Coffee : Roasted Coffee  
85% : 15%

## Korea coffee Market Portion



## Coffee shop in Korea

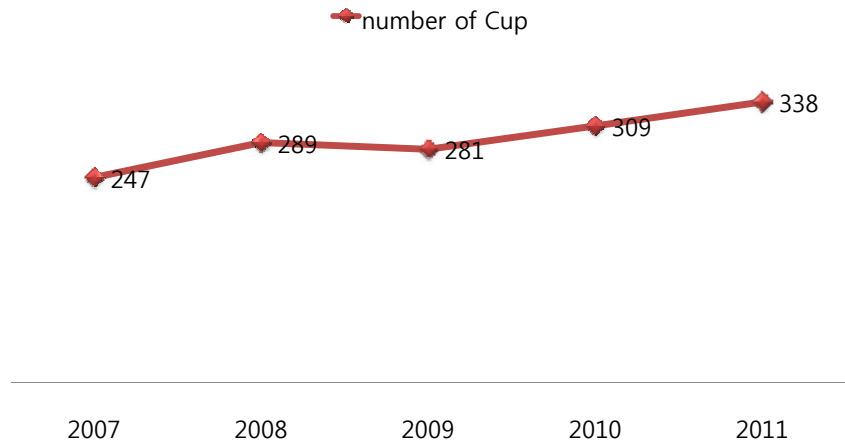
- Total Coffee shop in 2006 : 1,600  
in 2011: 12,000
- Major brand Coffee shop in 2006: 1,500  
in 2011: 3,034

## Number of Major brand Coffee shop in Korea<sup>(2011)</sup>

	Number	Selling(M\$)
Starbucks(USA)	455	298.2
Café Bene(Domestic)	730	167.5
Coffee Bean(USA)	244	133.8
Tom&Toms(Domestic)	315	62.5
Hollys(Domestic)	340	57.7

## From 2007 to 2011

(10g per cup & over 20 years old only)



## Coffee consumption per Capital

(10g per cup & over 20 years old only)

2007	2011
248	338

## Korea Coffee importing

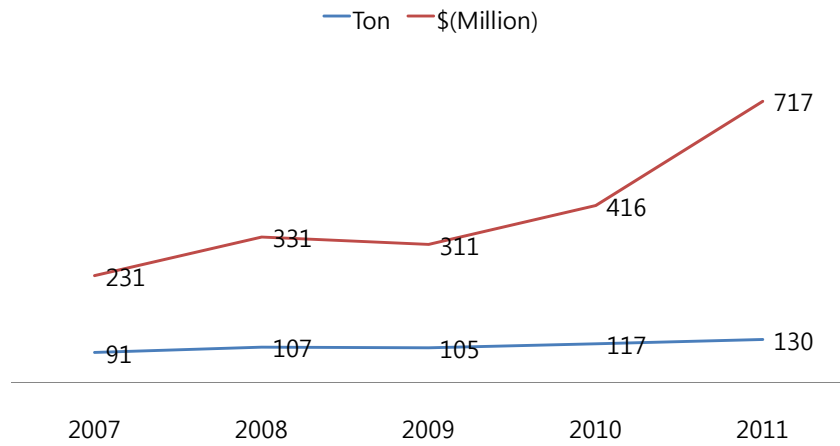
(2011, from Korea custom)

- Total: 130,000(t)  
-(green bean, a crude article, roasted bean )
- \$ 717million
- Quantities: 44% up(Comparing to 2007)
- Total Payment:211% up(comparing to 2007)
- Total coffee market growth: 3times.

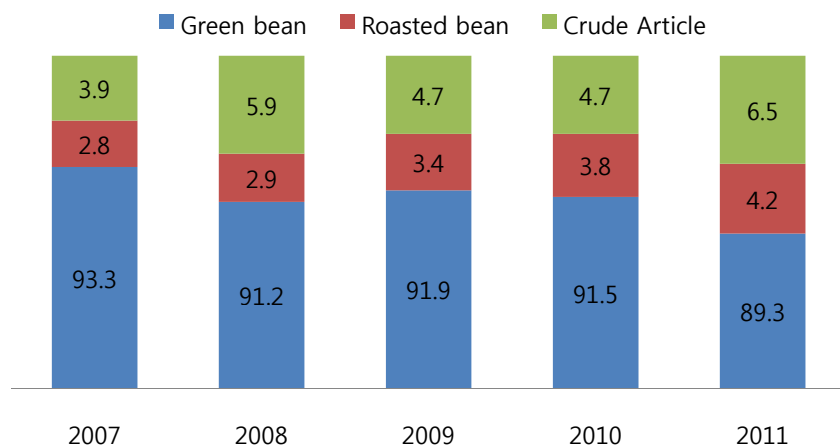
## Market Change(2007-2011)

- A Crude Article: 3.9%-> 6.5%
- Roasted Coffee: 2.8%->4.2%
- Green Bean: 93.8%->89.3%

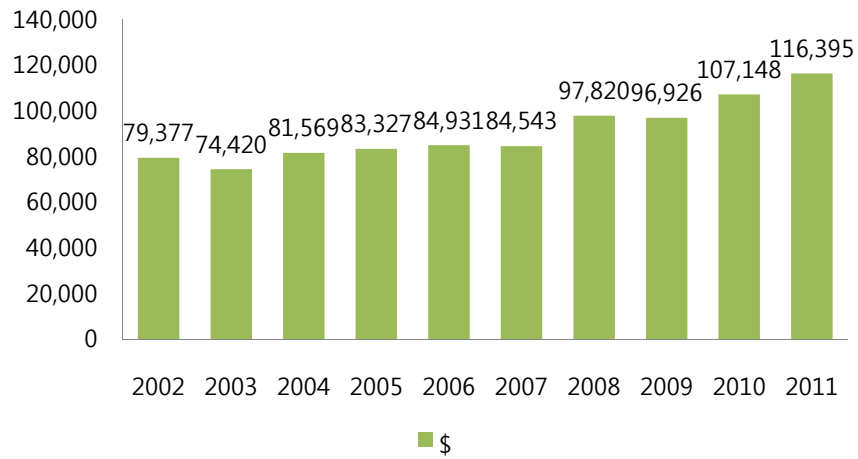
## Coffee importing



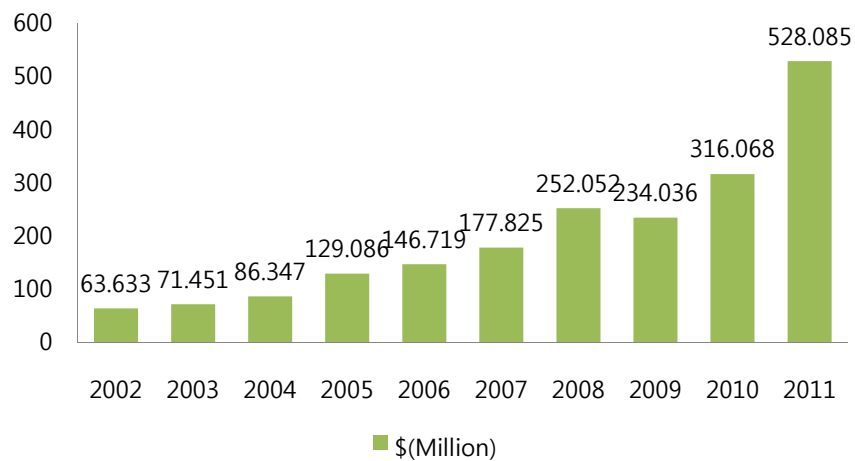
## Change of Coffee importing(%)



## Importing of green bean(Ton)

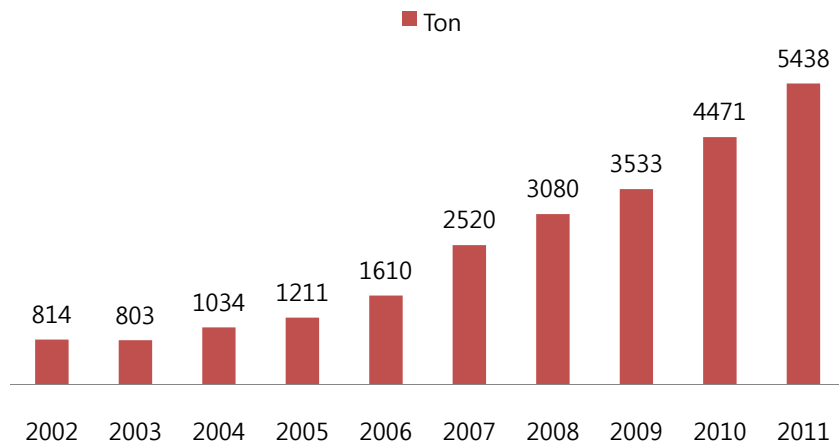


## Importing of green bean(\$:Million)

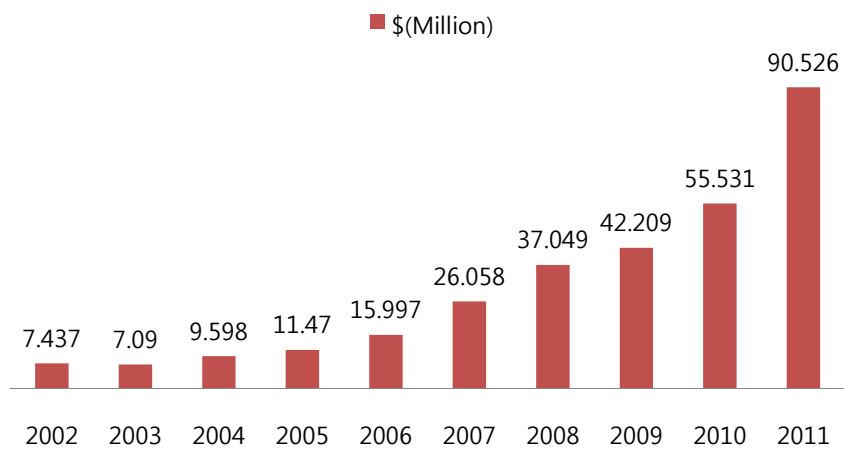




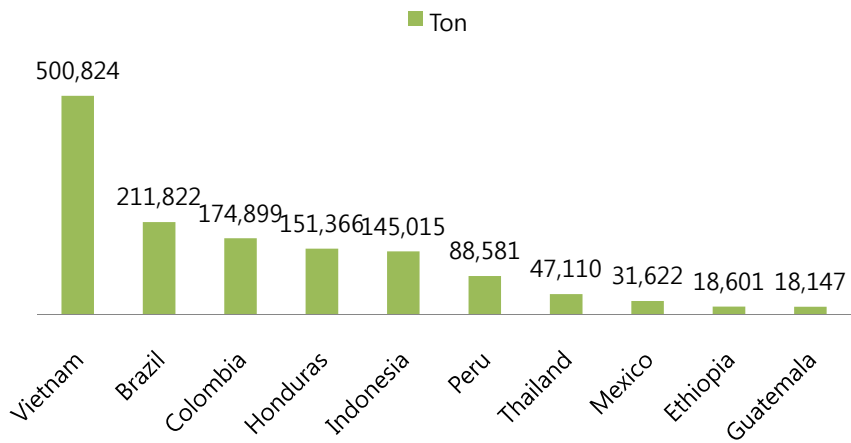
## Roasted bean importing(ton)



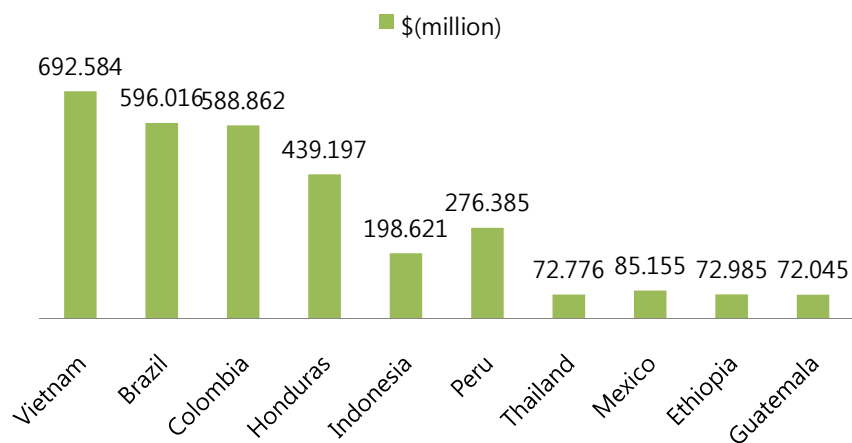
## Roasted bean importing(\$:Million)



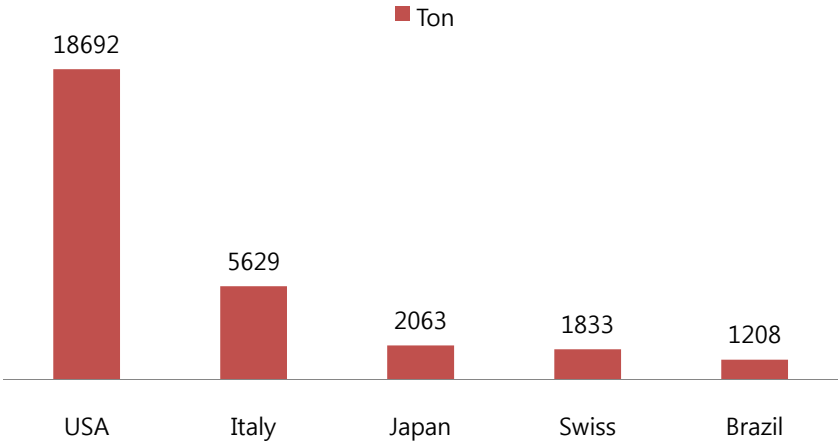
## Top 10 Countries of green bean importing (T/1995-2012)



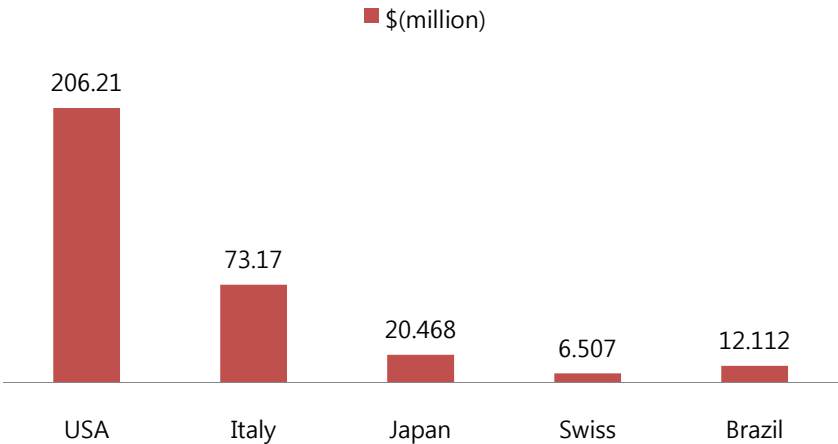
## Top 10 Countries of green bean importing (\$ Million 1995-2012)



### Top 5 countries of Roasted bean importing (T/1995-2012)



### Top 5 countries of Roasted bean importing (\$million1995-2012)



What kinds of coffee...  
Best Selling: Americano-Espresso+ Hot water  
Using Blend Coffee



What kinds of coffee...  
2. Hand Drip-single origin



## Coffee price in Korea

- One cup of Americano as average: \$4
- Coffee price \$1.5-\$7
- Most expensive : Around \$30  
(per cup/at the hotel)

## New stream in Korea

- Move from Instant to fresh roasted coffee
- Begin to think of coffee quality
- Want to know traceability