



Consumer Values and Behaviour in South Korea

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Scope

HIGHLIGHTS

Consumer values and behaviour in South Korea

PERSONAL TRAITS AND VALUES

Consumers in South Korea have complex ideals, preferences and concerns

Gen X prioritize efficiency and are ready to invest in saving time

Consumers want products and services that are uniquely tailored to them

Gen X extensively research goods and services before making a purchase

Consumers prepare to have a greater amount of time available for personal use

Gen X anticipate an improvement in their financial situation

HOME LIFE

While at home, consumers in South Korea exercise

Proximity to public transport is the most appreciated home feature among South Koreans

COOKING AND EATING HABITS

Consumers prefer to cook or bake a dish for themselves

Consumers say they do not cook very well

Younger generations assert that they are unable to cook due to their busy schedule

Consumers look for healthy ingredients in food and beverages

WORKING LIFE

Millennials expect to have the capability of performing job duties remotely

South Koreans primarily desire to guarantee a sense of safety in career

South Koreans say they uphold a division between their job and private life

LEISURE

South Koreans go shopping for enjoyment

Older generations go shopping for enjoyment

South Koreans primarily seek quality of food or dining at destination when travelling

Gen X expect secure location options when travelling

HEALTH AND WELLNESS

Consumers in South Korea walk or hike for exercise

Gen Z participate in running

Consumers in South Korea are interested in meditation

SUSTAINABLE LIVING

Consumers are feeling uneasy about the effects of climate change

Consumers actively working towards greener and more sustainable practices

Consumers in South Korea motivated to opt for products that consume less energy

South Koreans buy from brands that support issues aligned with their values

SHOPPING

South Koreans love searching for discounts

Older generations feel positive when they buy eco-friendly products

South Koreans look for reputable or popular labels

Older generations consistently look for products with private labels and lower prices

Consumers subscribe to online streaming services

SPENDING

South Koreans expect to increase spending on health and wellness

Millennials set to increase spending on groceries the most
Consumers in South Korea are able to regularly save a portion of their income
Gen X are uncertain about their current monetary status
Younger generations expect to increase overall spending

TECHNOLOGY

South Koreans actively manage data sharing and privacy settings
Older generations actively manage data sharing and privacy settings
Consumers in South Korea use communication or messaging apps
Younger generations regularly utilize mobile applications to monitor their health
South Koreans frequently buy items or services online
Consumers in South Korea engage with businesses' social media content
Baby Boomers spread the word about a businesses' social media content

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