

Korea unveils 'World Map of Red Ginseng'

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Preferring convenient eating in Asia vs. Preferring natural taste in the United States and the Middle East, the influx of young people increases due to high interest in healthy products

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Everytime, a stick-type red ginseng product that is easy to carry and eat, ranked first in sales in six Asian regions, including Japan.

As red ginseng, the originator of K-food, has established itself as a popular gift in Asia where New Year's holidays are celebrated, demand in overseas markets is also increasing. Growing interest in health worldwide, as well as increasing awareness due to the influence of K-drama, seems to have driven the market due to an increase in the influx of the younger generation. The diversification of sales channels through e-commerce along with product variation also had an impact.

The overseas export performance of KGC, Korea's leading red ginseng manufacturing company, is also remarkable. Compared to the annual sales in 2019, before the outbreak of Covid-19, 2020 increased by 4.8%, and the accumulated sales in the third quarter of 2021 also increased by about 20% compared to 2019's annual sales.