



Consumer Lifestyles in South Korea

June 2025

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in South Korea 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Respondents take health and safety precautions when they leave home

Time with partner or spouse: Most prioritised by Baby Boomers

Older generations give back to those in need

Consumers in South Korea carry out in-depth studies on products and services they consume

Older generations anticipate less work than their present workload

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Older generations prioritise cleaning and domestic chores as household activity

Consumers in South Korea pursue shopping as a pleasurable pastime

Energy efficiency: Most desired home feature by older generations

Location with limited air pollution: Most desired external feature by Baby Boomers

South Koreans seek high standard of cuisine or the dining experience when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Younger generations keeping track of the amount of calories they consume

Younger generations prefer ordering for delivery based on convenience

Gen Z look for snacks that are convenient to eat outside home

Baby Boomers more likely to be diabetic

Consumers are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

All generations desire to work with people who share their values

South Koreans seek to have a job that allows for work-life balance

Older generations prioritise job security

South Koreans would like to have flexible start and finish times

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Respondents participate in walking or hiking

Sleep aids remains popular stress-reduction activity among younger generations

Respondents think health and nutritional properties is the most influential product feature

Gen Z frequently visit health-related or medical sites

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers love searching for discounts

Baby Boomers look for reputable or popular labels

Gen Z look for personalised shopping experiences

Older generations enjoy shopping at stores that are locally-owned
Consumers often share/swap items or services
Gen Z actively engage with a company's social media feed or post
Consumers primarily trust friends and family recommendations
South Koreans set to increase spending on health and wellness the most
Older generations are secure in saving a portion of their incomes
Shopping and spending survey highlights

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-lifestyles-in-south-korea/report.