

KANTAR

Global Tracker 2025

South Korea
Presentation Deck

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INTRODUCING MLA'S GLOBAL CONSUMER TRACKER

Diverse markets, with some universal truths.

2025 Study Details | FW May 5th – May 23rd

(Liberation Day – US Tariffs Announced April 2nd)



6,800 interviews globally
801 interviews in South Korea



7 Markets (See right)



20-minute online survey
(supported by interviewer in MENA)



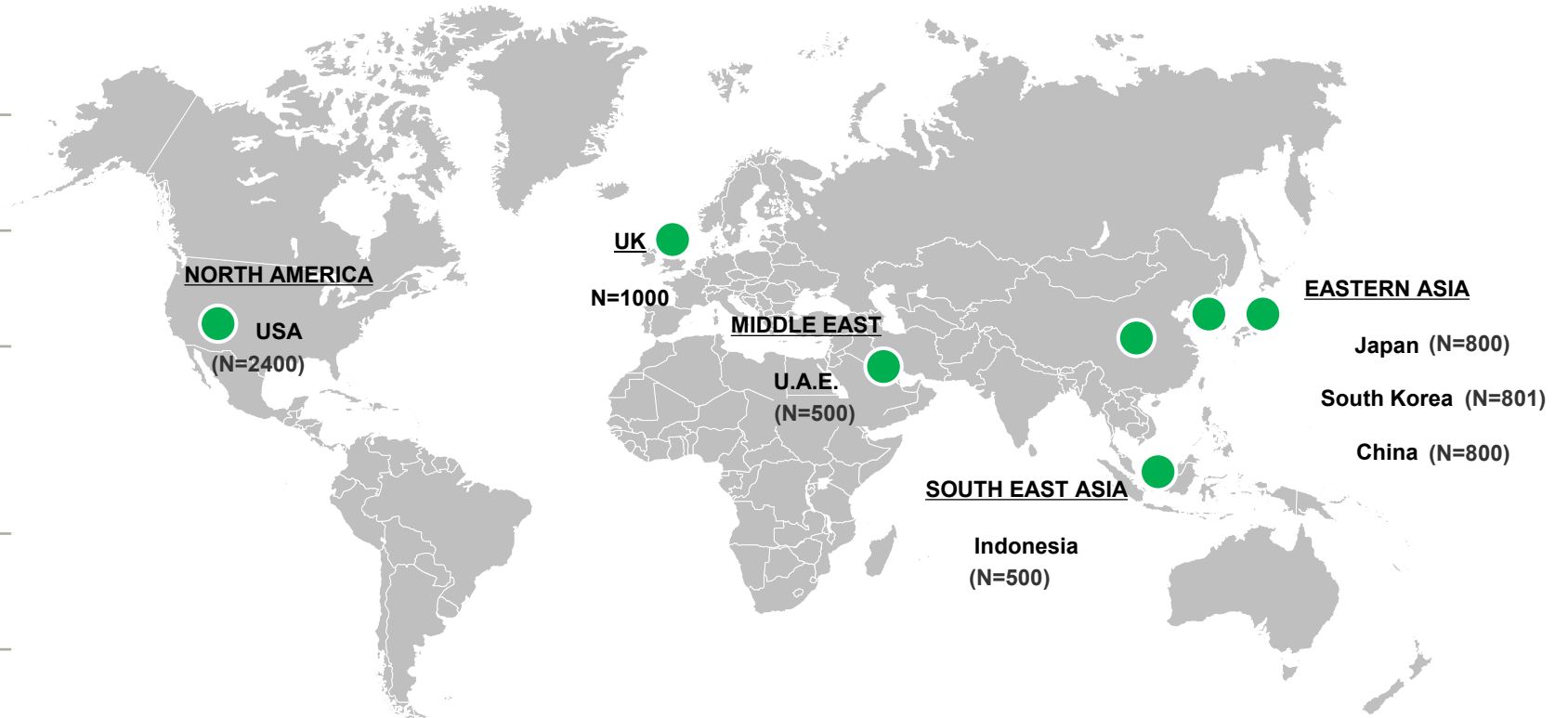
Consumers aged 18-64
Grocery buyers, meal planners
Affluent households (skew)
Selected based on potential openness and ability to buy AU Beef and/or Lamb
(Not representative of total market)















Captures meat consumption habits, attitudes, perceptions of COO Beef.



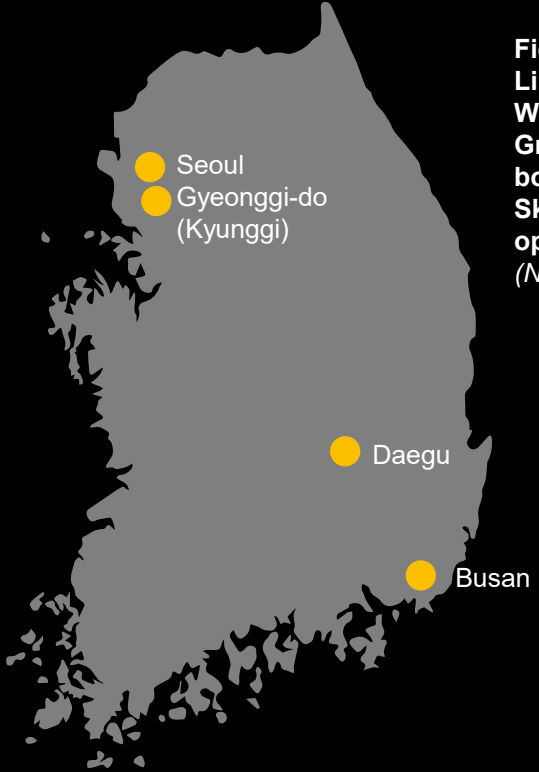
Conducted annually, this study collects historical data allowing the tracking of trends overtime



We have conducted the global tracker in 22 markets over the last 10 years, with South Korean fieldwork run every year.

MARKETS	 Japan	 Korea	 China	 Indonesia	 Singapore	 Malaysia	 Philippines	 Taiwan	 Thailand	 Vietnam	 USA	 Canada	 KSA	 UAE	 Oman	 Jordan	 Kuwait	 Qatar	 UK	 Hong Kong	 Mexico	 Chile	Total # of markets
2015	Green	Green	Green	Green		Green	Green	Green			Green	Green	Green	Green									11
2016	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green								15
2017	Green	Green	Green	Green	Green						Green	Green	Green	Green		Green							11
2018	Green	Green	Green	Green		Green			Green		Green		Green	Green					Green	Green	Green	Green	13
2019	Green	Green	Green	Green		Green					Green		Green	Green			Green	Green					10
2020	Green	Green	Green	Green		Green		Green			Green		Green	Green									9
2021	Green	Green	Green	Green		Green			Green	Green	Green		Green	Green					Green				11
2022	Green	Green	Green		Green		Green			Green	Green	Green	Green	Green				Green					11
2023	Green	Green	Green	Green		Green			Green	Green	Green		Green	Green							Green		11
2024	Green	Green	Green	Green							Green			Green									6
2025	Green	Green	Green	Green							Green			Green					Green				7

South Korea Sample – a deliberate skew (not Nationally Representative)



Fieldwork Dates: May 5th – May 27th
 Liberation Day – Us Tariffs April 2nd
 Women aged 18-64
 Grocery buyers, meal planners
 bought/consider imported beef
 Skew to affluent households (greater
 openness and ability to buy AU Beef)
 (Not representative of total market)

Sample is made up of n=801 consumers

		COUNTRY INCIDENCE	SAMPLE STRUCTURE
Gender	Male	50%	-
	Female	50%	100%
Age	18-34	-	29%
	35-49	-	55%
	50-64	-	15%
Cities	Seoul	19%	42%
	Busan	7%	20%
	Daegu	4%	15%
	Gyeonggi-do	26%	22%
Consumption	Buy Fresh Meat at Least Occasionally	-	100%
MGBs	Main Grocery Buyers	-	93%
Children	Households with Children	-	42%
Income	Under 35,999,999 won	-	19%
	36,000,000 – 89,999,999 won	-	58%
	90,000,000 won+	-	23%



The Central Question

How are Imported Beef brands performing in the current economic uncertainties of US trade policy?
How can AU Beef leverage this?

1 Macro-market Context



3 key interdependent trends we see influencing consumer decisions now and into the future:



Trump & His Tariffs

Trump Tariff flip flops causing economic uncertainty and negative consumer sentiment



Economic Slowdown & Turmoil

High inflation and economic uncertainty have dampened consumer spending



Food Safety Influence

Food safety awareness is rising with introduction of stricter government legislation and continued ban on US Beef over 30 months old, impacting consumer preferences for US Beef

In April/May 2025 South Korea took a hard stance on Trump's Tariffs with media coverage raising awareness of the issue.

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NORTHEAST ASIA ECONOMICS WORLD

South Korea will not take the Trump tariffs lying down

Published: 07 July 2025
Reading Time: 6 mins



For South Korea's New President, Trump's Tariffs Are an Ultimatum

Despite his pragmatic plans, Lee Jae Myung is caught between an export-driven economy, a geopolitical conundrum, and entrenched business interests.

South Korea, under President Lee Jae-myung, is pushing back decisively against the looming reimposition of U.S. tariffs—25% on cars and other imports—which threatens to deepen an already fragile economy, with exports down 8.1% year-on-year as of May 2025.

South Korea's defiant response to Trump's tariffs

Dashveenjit Kaur April 15, 2025



Facing growing domestic pressure from industries and consumers affected by inflation and economic uncertainty, Lee has been compelled to take a harder stance. Drawing on South Korea's past resilience against economic coercion from China and Japan, his administration is urgently diversifying trade toward Southeast Asia, strengthening supply-chain resilience, and coordinating with allies like Japan to present a united front. While open to mutually beneficial proposals, such as leveraging strengths in shipbuilding, Lee's government is determined to avoid a one-sided agreement that undermines economic or strategic interests.

Kantar Global Tariff Turmoil Barometer 2025



Kantar Consumer Sentiment Barometer
Fieldwork: 16 to 25 Apr 2025
20 markets, apart from China which was fielded differently.
Nat rep sample
N=500 for all markets except for USA
(n=1000)
China = 120

South Koreans are concerned about US Tariffs and see stormy economic times ahead – Kantar Tariff Turmoil Barometer– April 2025

- 81% of Korean consumers are aware of recent tariff changes, with 76% of Koreans disapproving of their government's handling of the issue.
- 49% of Koreans listed Tariffs as a top 3 concern, in conjunction with the economy. Nationally, tariffs are the #5 concern out of 9 major topics.
- When asked, “when thinking about the change in tariffs, who do you feel is to blame?” over 80% of people in Korea said the US Government.
- 41% of Koreans say that the Tariffs are a top contributor to economic woes.
- In APAC, Japan and South Korea are the prominent markets where consumers report issues – and are seeing stormy days ahead. This is leading to a reduction in consumer spending over concerns with 45% of Koreans deliberately looking for price reductions.

South Korea had challenging political instability and global trade uncertainties in early 2025, dampening consumer confidence, leading to cautious spending behaviours. Food safety awareness is rising with govt focus on new legislation



Trump & His Tariffs

- Tariff Turmoil persists as announcements continue to flip flop from week to week
- US Liberation Day Tariffs announced on April 2nd
- The Trump administration's decision to impose a 25% reciprocal tariff on imports from South Korea, citing unfair trade practices, escalated trade tensions and raised fears of retaliatory actions—particularly in the agricultural sector.
- A key point of contention is South Korea's continued ban on U.S. beef from cattle over 30 months old, a restriction originally introduced due to food and healthy safety concerns about mad cow disease.
- The U.S. beef industry views this as an unfair trade barrier and Trump has continued to challenge to secure more favourable access to the South Korean market.



Economic Slowdown & Turmoil

- In 2025, South Korea faced economic and political challenges, with growth slowing to 1.6% and food prices rising by 3.4% year-on-year. Political instability peaked in late 2024 when President Yoon Suk Yeol's attempts to declare martial law led to his impeachment.
- The resulting economic uncertainty has prompted South Koreans to cut back on both dining out and grocery spending – this is the first this has occurred since 2006.
- Since June, newly elected President Lee Jae-myung has focused on economic recovery through a stimulus package, trade negotiations, and renewed diplomatic efforts.



Food Safety Influence

- The Ministry of Food and Drug Safety (MFDS) has implemented the "Hazardous Food Sales Prevention System," which disseminates real-time information about unsafe food products directly to point-of-sale systems in various retail outlets. This system enables immediate blocking of hazardous items at checkout, bolstering consumer confidence in these retail environments.
- Under new President Lee's watch, the MFDS launched its 3rd Five-Year Food Standards and Specifications Management Plan (2025–2029) in February, emphasizing stronger standards, adaptability to tech changes, and sustainable growth.
- South Korea's heightened focus on food safety has significantly influenced consumer shopping behaviours and preferences.

2 Protein Landscape

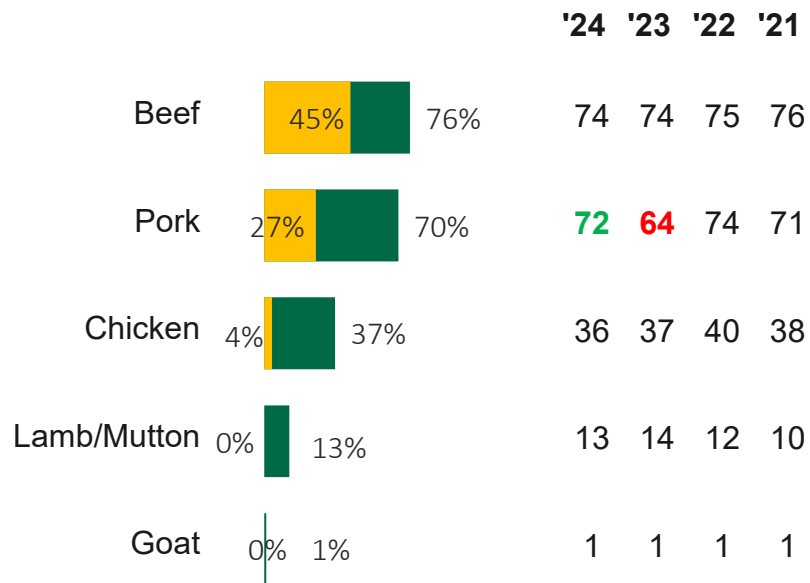


Pork and beef remain the dominant proteins. However Chicken sees growth in avg weekly serves, now in line with Beef, potentially attributed to cost of living pressures. Overall protein consumption continues to shift upwards across the board and Beef purchasing sits at an all time high

Key Protein Metrics



Spontaneous Awareness

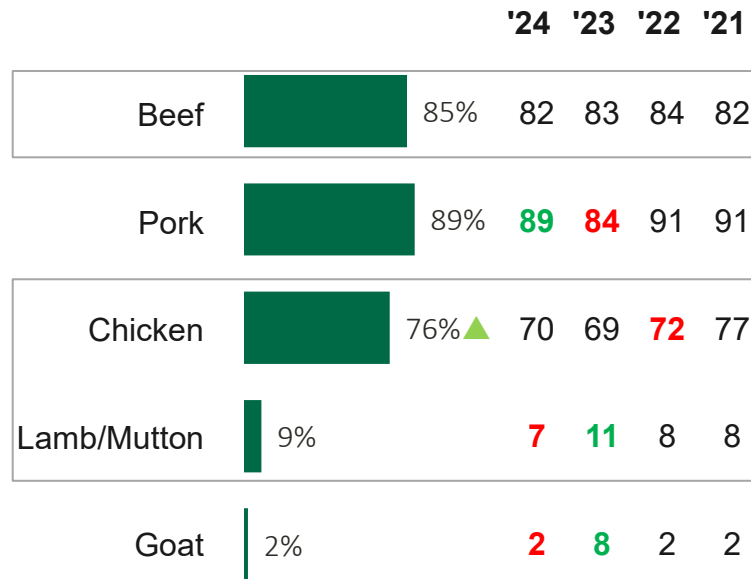


Top of Mind

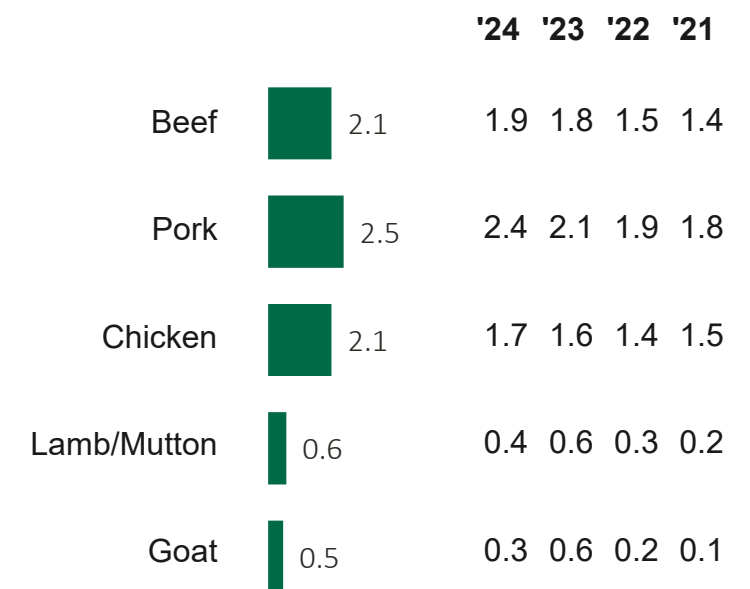
Total Awareness



Bought In Last Month



Average Serves Last 7 Days



CH1 Spontaneous Awareness – When thinking about meat, which types come to mind?

CH2 Which types of meat have you bought in the last month to prepare for a meal at home?

CH10 How many meals that included the following meats have been prepared and eaten in your home in the last 7 days? CH2

Bought in the last month – Which types of meat have you bought in the last month to prepare for a meal at home?

Base: '25 (n=801), '24 (n=801), '23 (n=800), '22 (n=800), '21 (n=800)

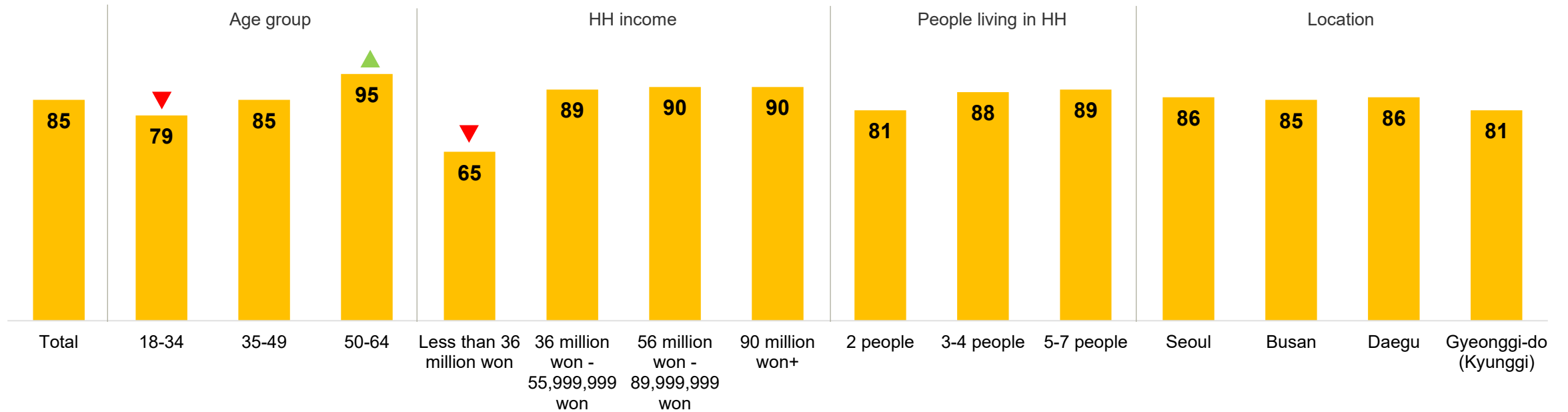
▲▼ Sig. different at 95%

BEEF SNAPSHOT: Recent Beef buyers tend to be older consumers, however there is limited other demographically skews between consumer groups who purchase Beef.



Beef snapshot | Consumer profile

Profile of last month beef buyers (85%)



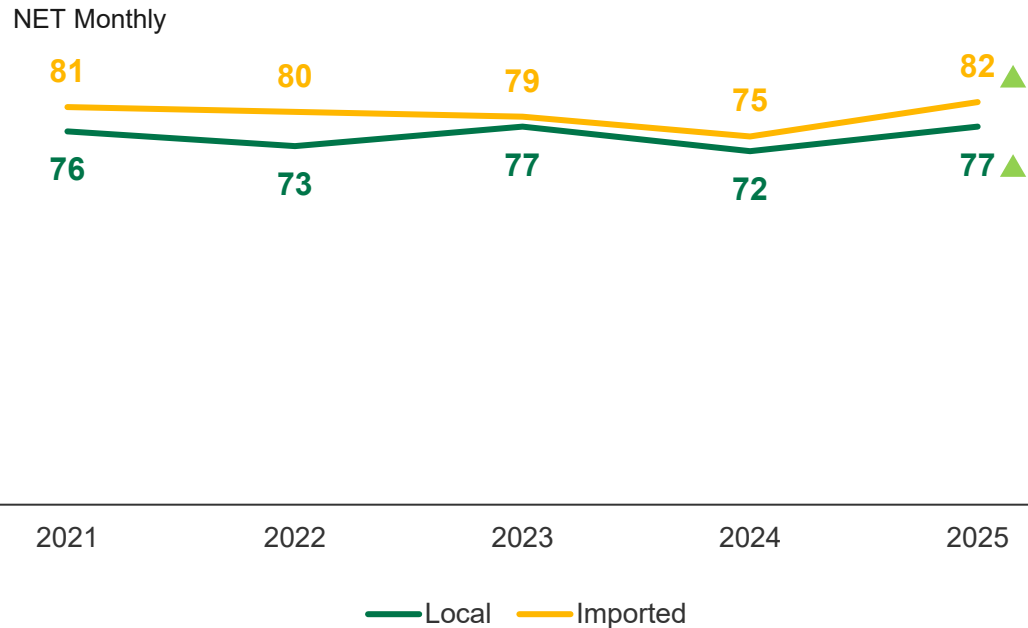
Increases in Beef purchasing have come from both local and imported sources, with significant increases in fortnightly purchases



Frequency of buying local and imported beef

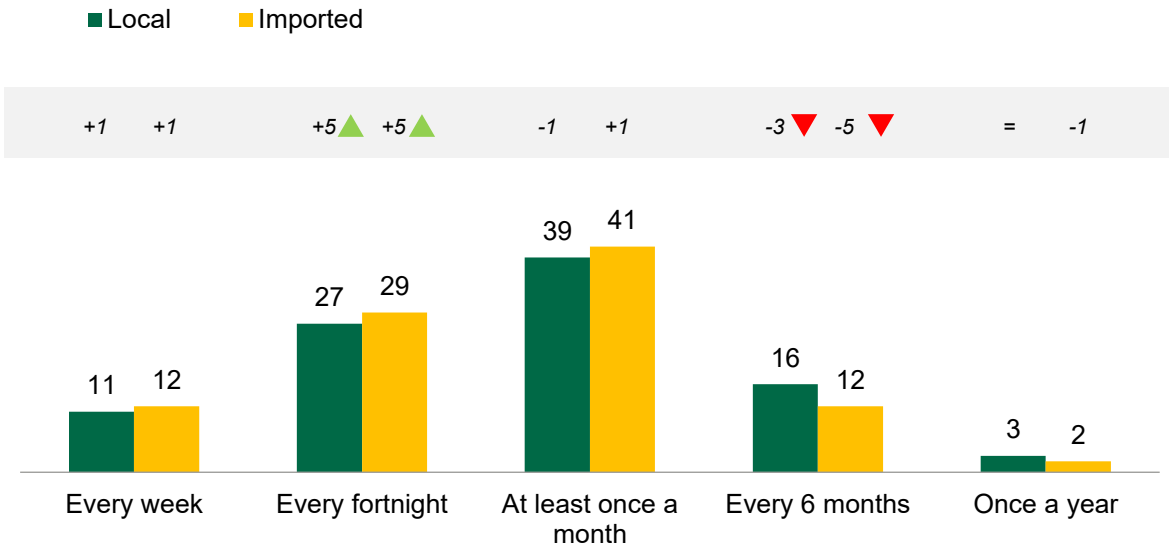
LOCAL/IMPORTED

NET Monthly purchase of local/imported beef



Frequency of purchase of local/imported beef

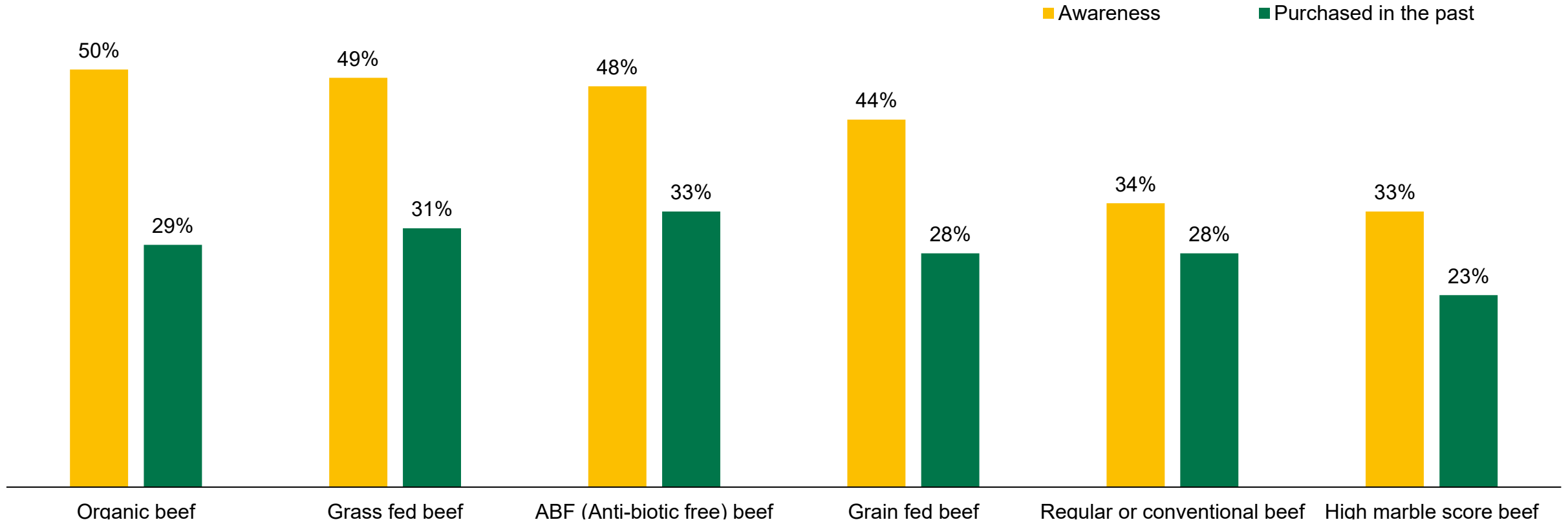
Differences vs 2024 Imported Beef



Although consumers are relatively familiar with premium beef types, this awareness hasn't yet translated into purchase intent—indicating that factors beyond awareness are at play



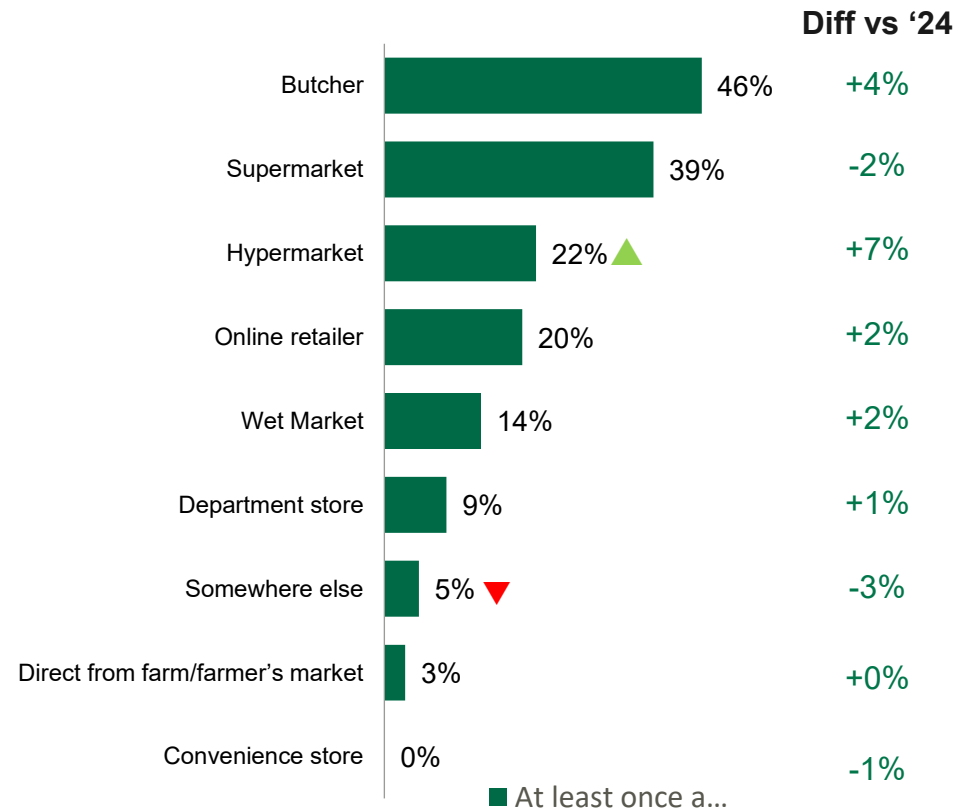
Beef type awareness and purchase | Top 6



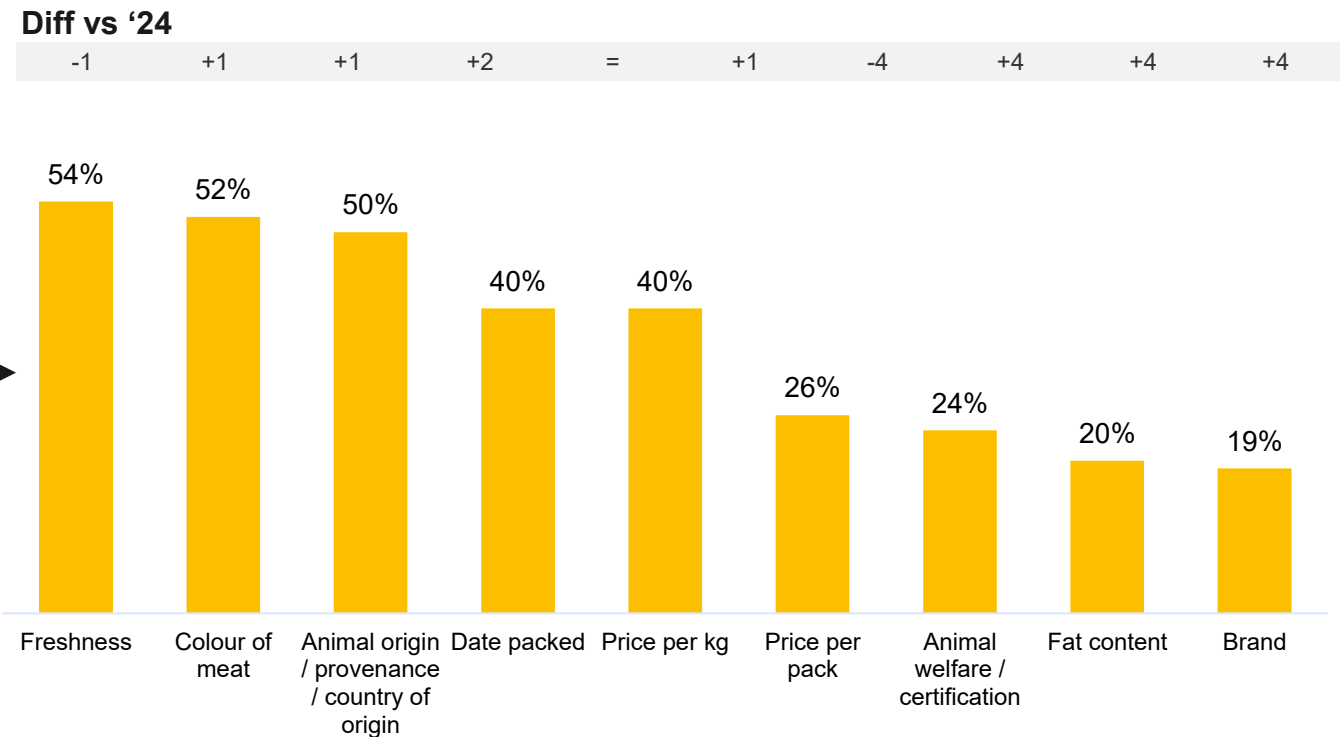
Beef has seen a significant increase in Hypermarket purchasing, overtaking online retailers. The top three places to purchase beef are now all offline. Freshness and colour of meat remain the most important



Places where Beef is Purchased

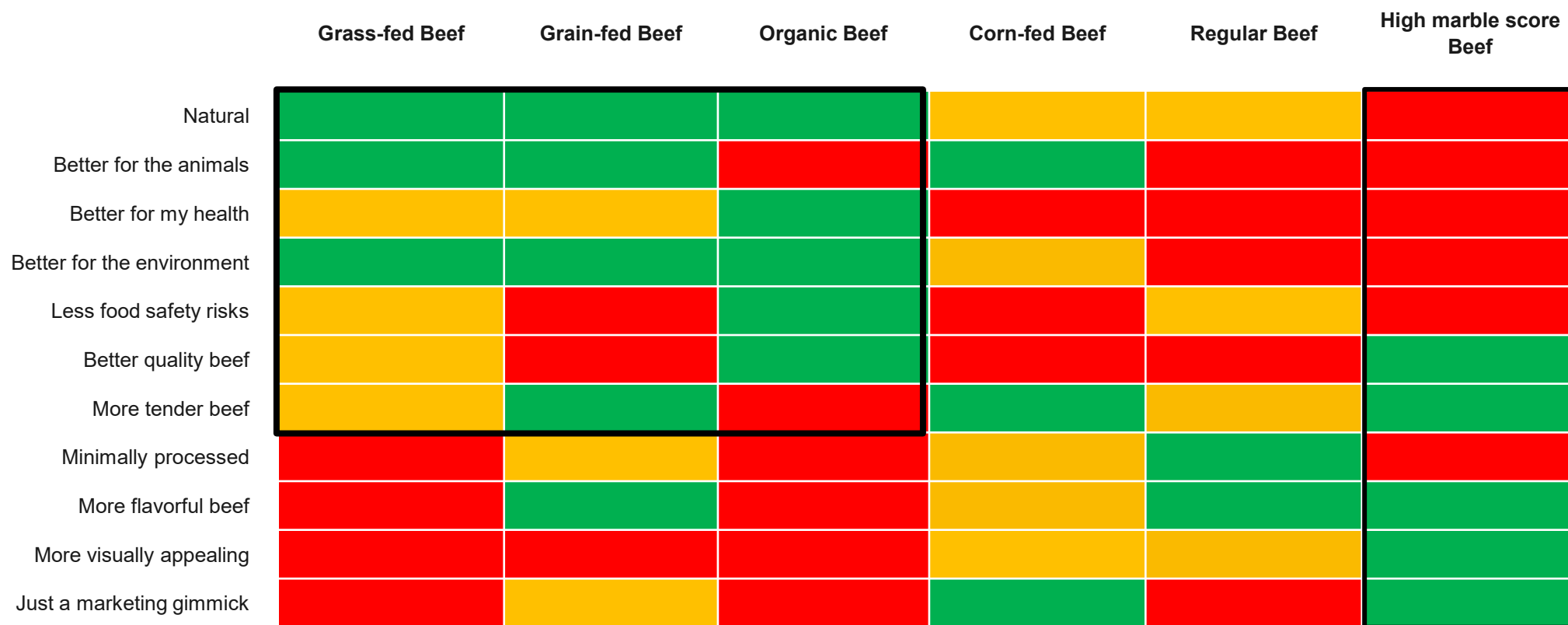


Top 'on pack' cues sought while buying Beef



There is a contrast between animal welfare/sustainability and flavour/tenderness. Can more sustainable beef types improve their appeal by improving flavour perceptions?

 Beef Type Brand Image Profiles (BIPs)



GF5. Which of the following things do you associate with each type of beef below?

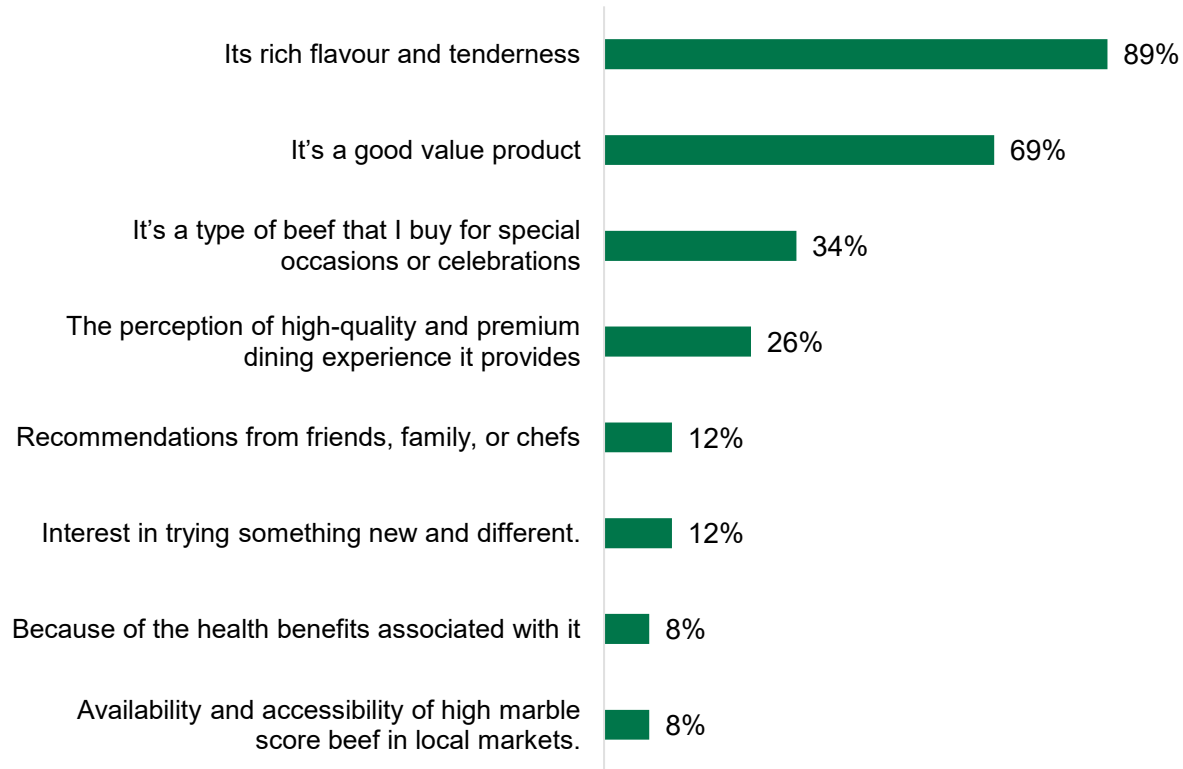
Base: Grass Fed Beef (n=389), Grain Fed Beef (n=350), Organic Beef (n=398), Hormone-Free Beef (n=140), Abf (Anti-Biotic Free) Beef (n=383), Non-Gmo Beef (n=160), Corn Fed Beef (n=134), Regular Beef (n=270), High Marble Score Beef (n=266)

+5 or more = relative category strength
 -5 or less = relative category weakness

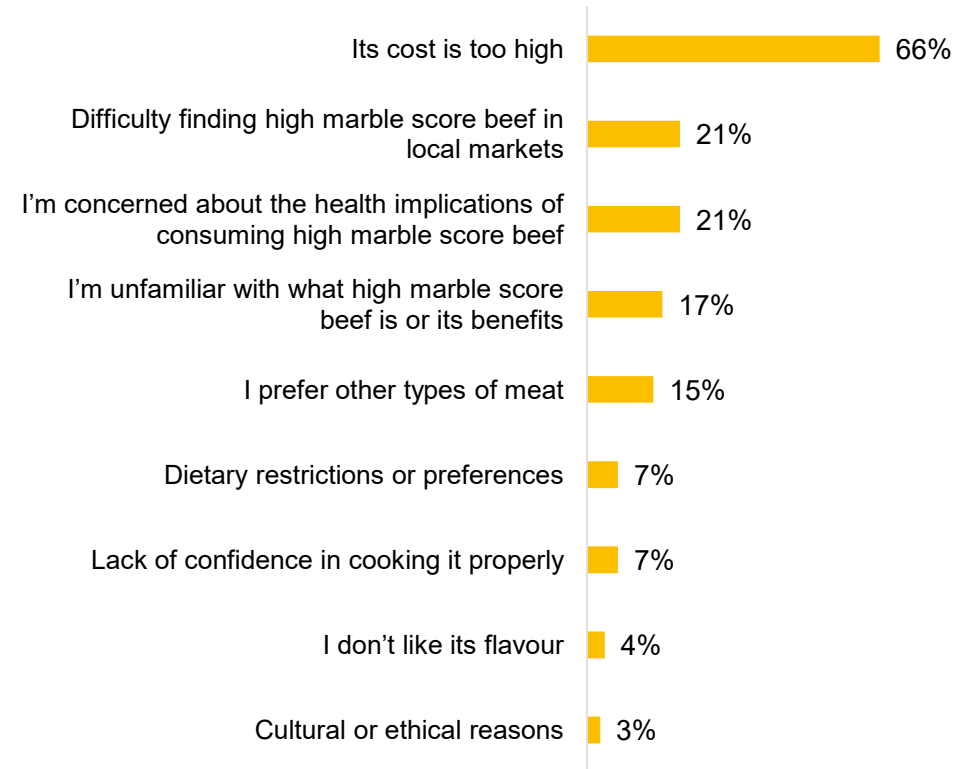
High Marble Score Beef appeals for its flavour, tenderness, and suitability for special occasions—but its premium price limits its everyday appeal.



High Marble Score Purchase Drivers



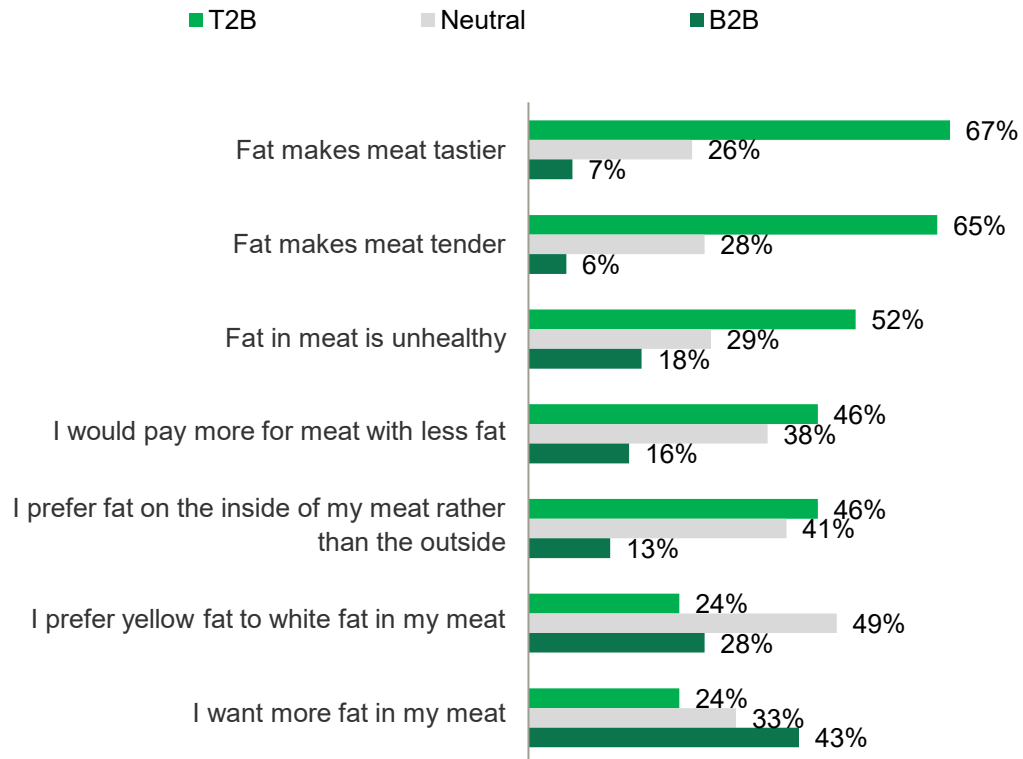
High Marble Score Purchase Barriers



Fat in Beef is considered an indulgence delivering to taste; however, it is considered unhealthy. Wagyu dominates awareness with the highest quality perceptions.



Fat Perceptions in Beef



Breed Awareness & Quality perception

Breed	Awareness	Which breed do you think produces the highest quality beef
Wagyu	63%	42%
Angus	43%	16%
Brahman	10%	2%
Charolais	8%	3%
Hereford	7%	1%
Shorthorn	6%	1%
None of these	23%	35%

Summarising Protein Landscape in South Korea:

Trade-off on taste vs. 'better for me'

- Although consumers are relatively familiar with premium beef types, this awareness hasn't yet translated into purchase intent—indicating that factors beyond awareness are at play.
- Sustainable Beef types continued to be perceived as less tasty and less tender however South Koreans acknowledge they have less health risks and are more natural.
- South Korea perceives beef that has a high marbling score to be tastier, and more expensive.
- Whereas Antibiotic-Free, Organic and Hormone-Free Beef is better for their health.

Beef purchasing now dominated by bricks and mortar. Chicken on the rise as major proteins grow

- The top 3 places that South Koreans are looking to purchase Beef is Butcher, Supermarket and Hypermarket.
- Online retailers now sit outside the top 3.
- This is potentially influenced by the top 'on pack' cues sought while buying Beef being only discernible in person – freshness and colour of the meat.
- Consumption of major proteins is growing across the board. Chicken is seeing a particular uptick, a watch out due to lower price point in this price sensitive environment

3

Beef- Brand Equity and Imagery by Country of Origin



All questions in this section were asked of beef buyers only (must have ever bought beef). They also must have previously bought, or would consider buying, imported beef.



The brand list remains consistent with 2024 allowing year on year comparisons

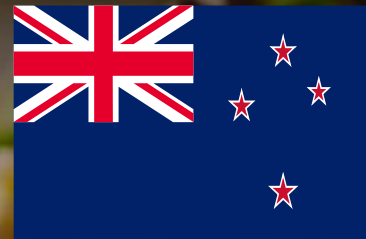
Beef brands tracked in 2025

Australian beef

US beef

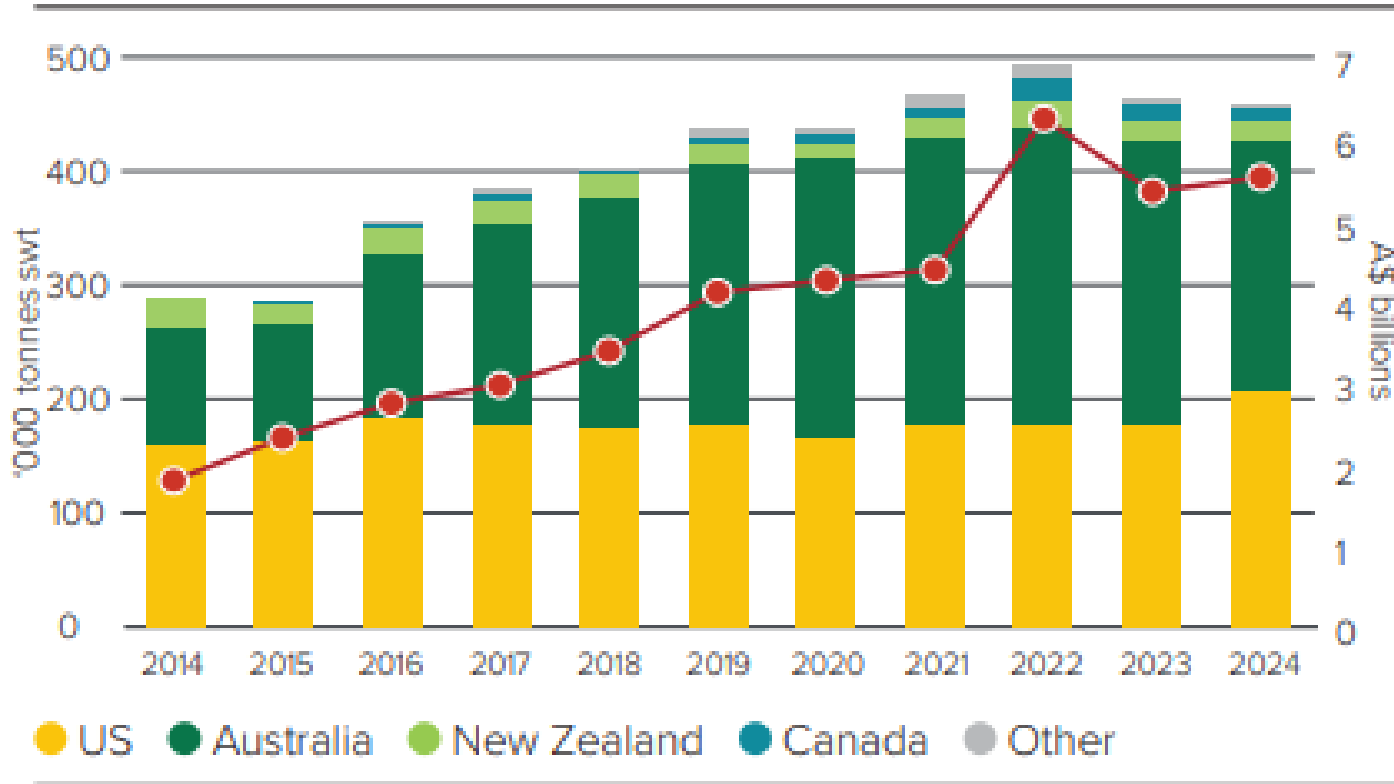
New Zealand beef

Canadian beef



A reminder of the broader macro context from 2024...

Korea beef imports by supplier*

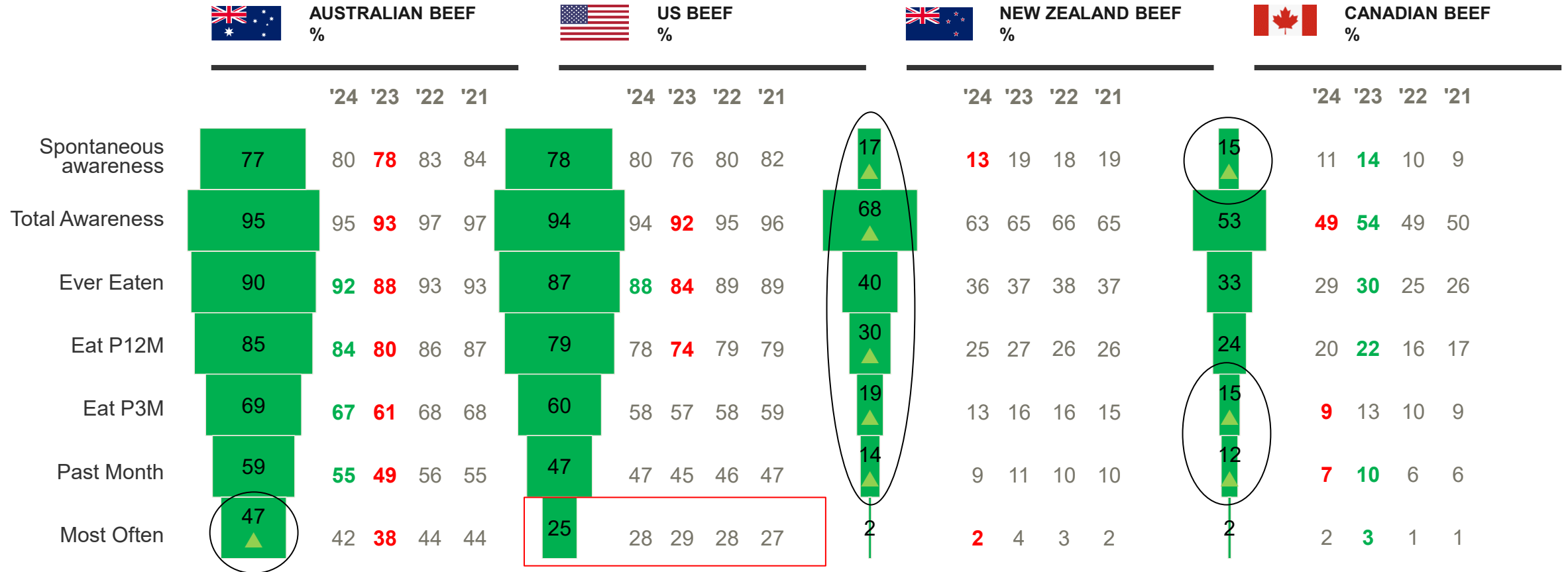


- Australia and the US are the two major suppliers of imported beef to Korea, together accounting for more than 90% of total beef imports.
- Australia is the top supplier with US as the second. US beef production slowed in 2024, resulting in 12% less imports to Korea in 2024. This is reflected in the retail space as more shelf space has been reserved for domestic and Australian beef.
- Canada is a key challenger brand with their continued growing presence in South Korea. NZ Beef remains small and a stable player but also a challenger.

Small challenger brands see an uptick across the board, particularly NZ Beef, potentially in the slipstream of US Tariff policy. AU Beef gains at the bottom of the funnel. US Beef remains stable, however 'most often' drops to lowest observed in past 5 years.



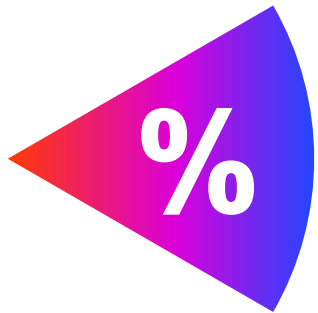
Brand Health Funnels



There are two paths to brand growth

By increasing the likelihood
that a consumer will buy a brand

We call this **Demand Power**



Demand Power

High Demand Power brands capture **5x higher** volume share

By increasing the likelihood
consumers will pay for a brand

We call this **Pricing Power**

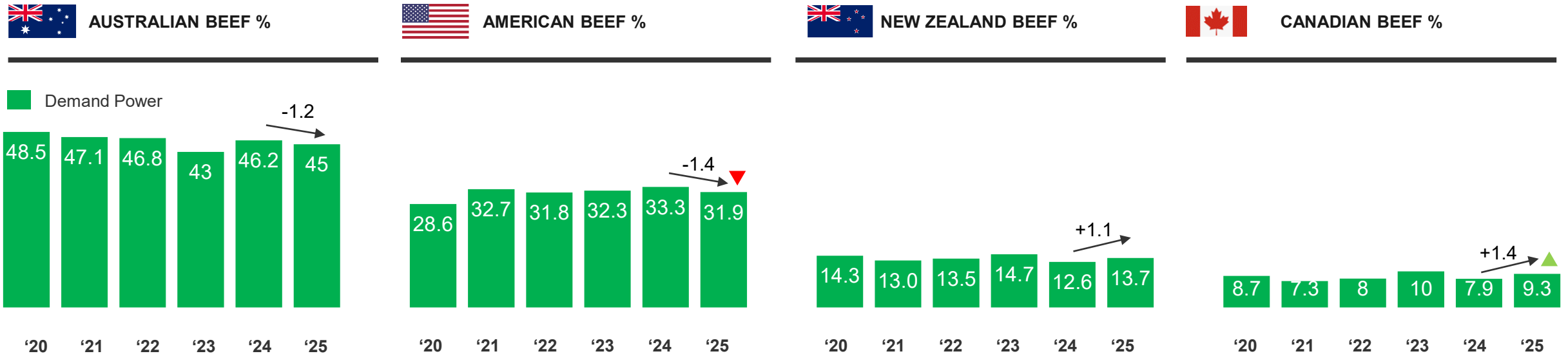


Pricing Power

High Pricing Power brands can charge **25% more** than brands with a low Pricing Power score

US Beef equity declines, potentially impacted by US trade policy sentiment. Challenger brands see an uplift as a consequence with NZ Beef more preferred than US Beef. However, AU Beef remains the leader in Demand Power and well in the lead on most preferred.

 **Beef Country Of Origin – Equity/ Demand Power**



PREFERENCE (based on trial) – My most preferred type of beef

56%

24%

29%

19%

Ahead of US Beef on preference

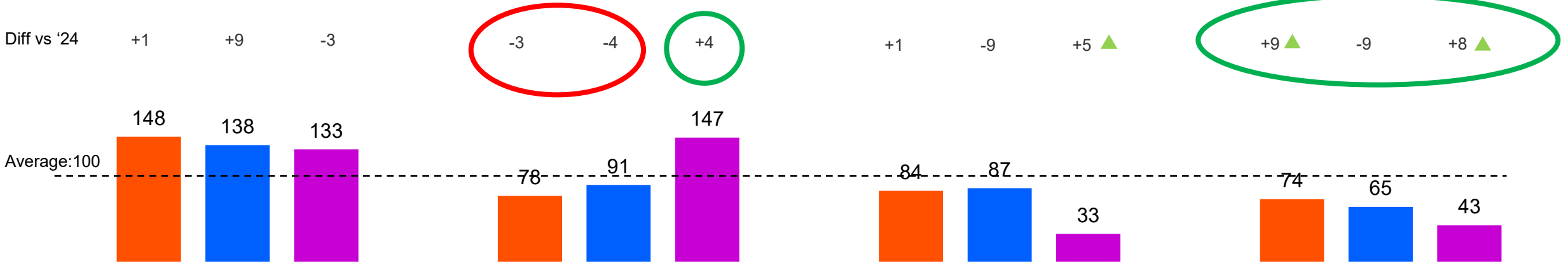
Preference does not add up to 100 as consumers can select more than one brand as their most preferred.

PREFERENCE BEEF (new question added in 2025). Please put each of these types of beef in order from first to last in terms of your preference. Drag each type of beef onto the scale in order below, with your most preferred beef on the left of the scale, and the least preferred on the right. Based on trial: (Australian Beef n=721, American Beef n=698, New Zealand Beef n=321, Canadian Beef n=264).

  Sig. different at 95%

US grows in Salience, Meaning and Difference decline, likely due to increased media coverage during tariff turmoil and change in sentiment towards the US by Korean consumers. Meanwhile Canada sees uplifts, potentially in the slipstream of US trade policy. Out of the spotlight, AU Beef remains the leader in Meaning and Difference

 **Beef country of origin - Equity**

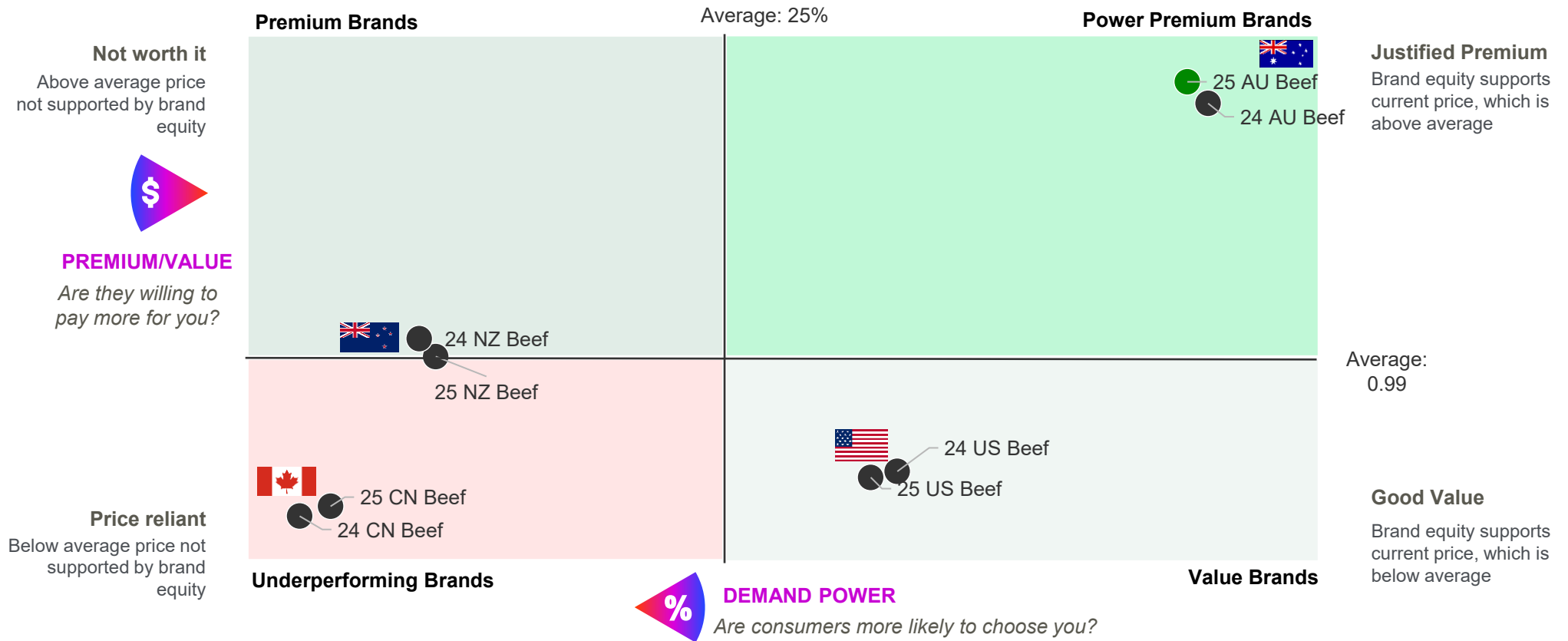


Preference Based on trial	This is my MOST preferred type of beef	Neutral	This is my LEAST preferred type of beef
Australian Beef	56%	39%	5%
American Beef	24%	62%	14%
New Zealand Beef	29%	62%	9%
Canadian Beef	19%	70%	11%

Positioning of the brands on Price and demand power remains stable with US Beef still seen as a value brand charging less than it is worth. AU remains dominant, sitting in the justified premium quadrant. Challenger brands still have a way to go.





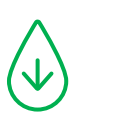



Beef Power VS. Premium By Country Of Origin



There are certain associations that consumers hold in their minds for beef. In South Korea, these associations break up into 6 broad themes, being richly marbled has softened in importance while low in fat has increased

 Importance in Driving Demand Power

					
Superior	Nutritious Cuts	Richly Marbled	Quality & Care	Low in fat	Cheaper
33% (32%)	22% (21%)	17% (19%)	17% (16%)	8% (6%)	4% (6%)
<ul style="list-style-type: none"> – Is my/my family's favourite beef – Fresh – Guaranteed safe to eat – Is the most superior beef – Is easy and convenient to purchase 	<ul style="list-style-type: none"> – Offers a variety of cuts that suit the meals I make – More nutritious 	<ul style="list-style-type: none"> – The fat is nicely marbled – The meat is usually tender 	<ul style="list-style-type: none"> – The animal is well-cared for – The industry is environmentally sustainable – Consistent quality standards 	<ul style="list-style-type: none"> – Low in fat 	<ul style="list-style-type: none"> – Cheaper

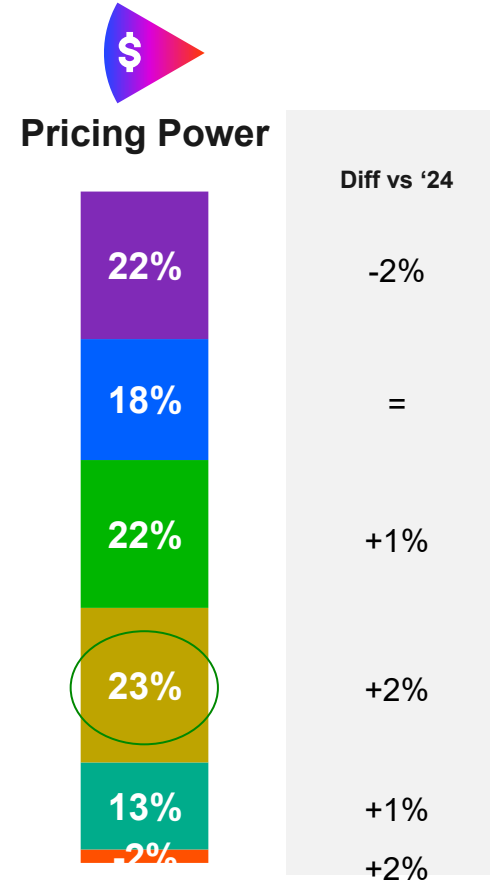
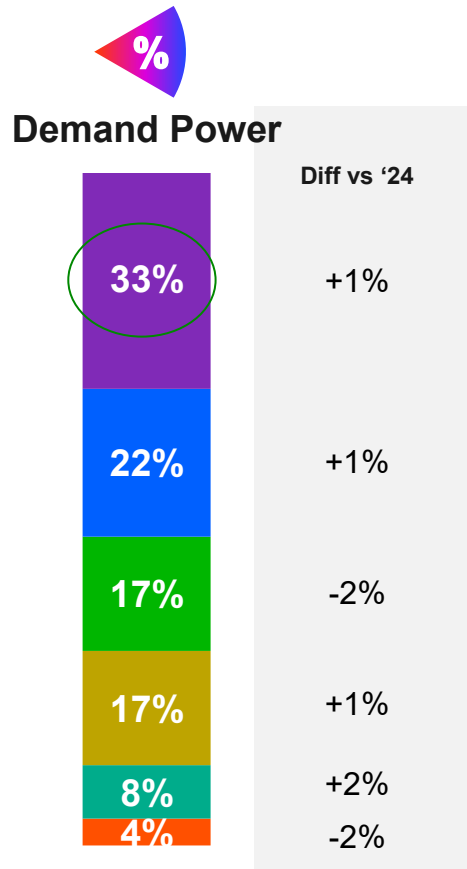
Superior remains the most important for Demand Power and Quality most important to Pricing Power...



Beef Country of Origin – Equity Drivers

SUPERIOR
 Is my/my family's favourite
 Fresh
 Guaranteed safe to eat
 Is the most superior beef
 Is easy and convenient to purchase

- SUPERIOR
- NUTRITIOUS CUTS
- RICHLY MARBLED
- QUALITY CARE
- LOW FAT
- CHEAP



RICHLY MARBLED
 The fat is nicely marbled
 The meat is usually tender

QUALITY CARE
 The animal is well-cared for
 The industry is environmentally sustainable
 Consistent quality standards

AU Beef dominates associations, superiority driving our Demand Power while quality underpins our justified price premium. Challenger NZ Beef has seen uplifts across the board helping shift their upward Demand Power momentum

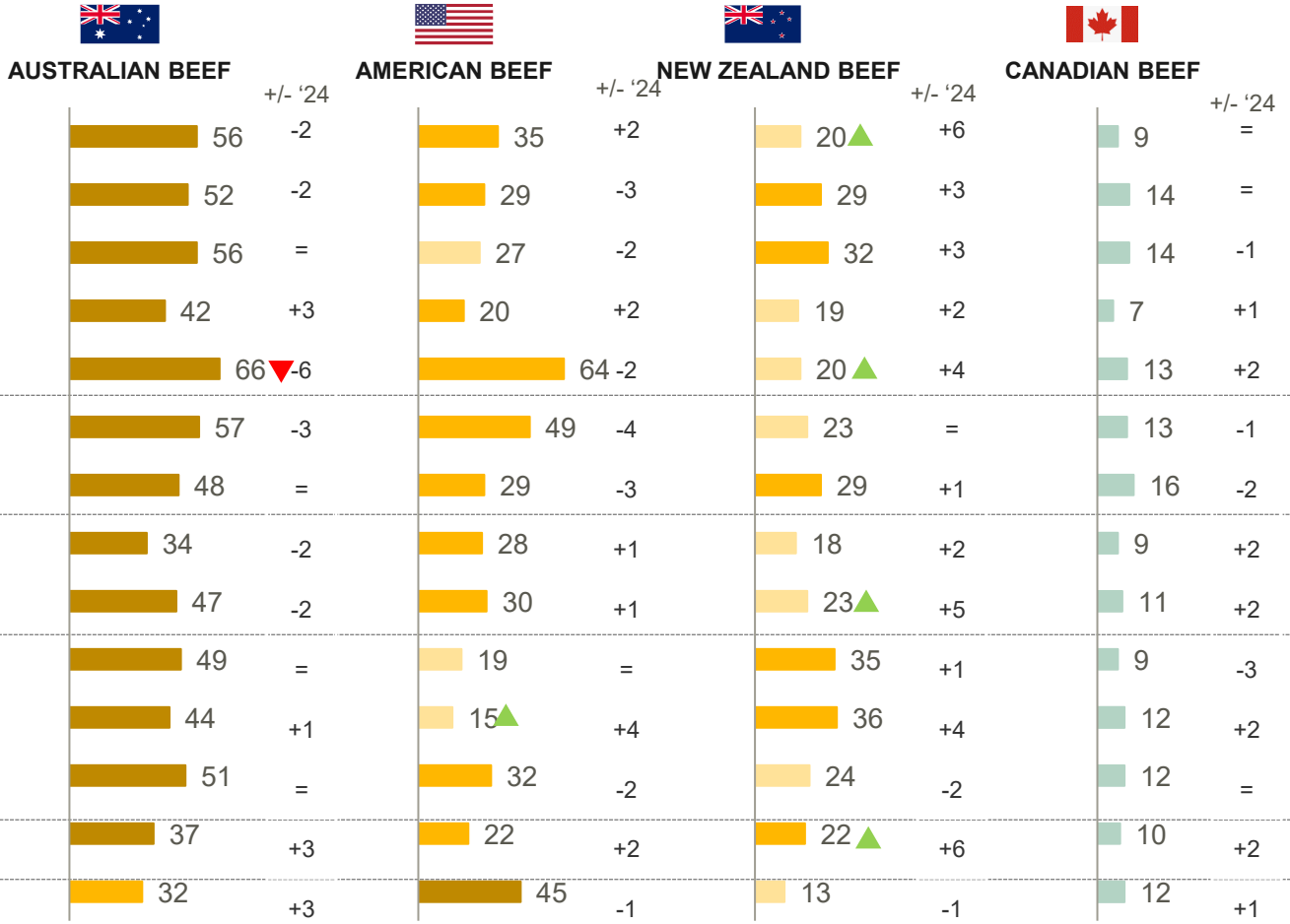


Drivers of Demand Power



DRIVERS OF DEMAND POWER

(Factors and statements ranked from highest to lowest importance in driving Demand Power)



Superior (33%)

Contribution to Premium (22%)

Nutritious Cuts (22%)

Contribution to Premium (18%)

Richly Marbled (17%)

Contribution to Premium (22%)

Quality/Care (17%)

Main driver of Pricing Power (23%)

Low fat (8%)

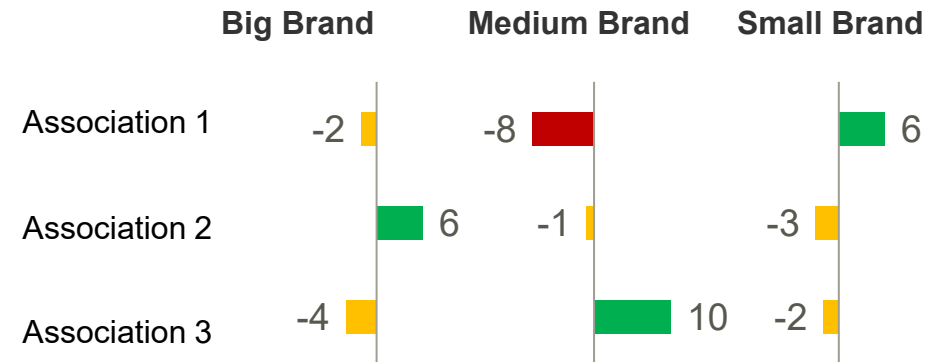
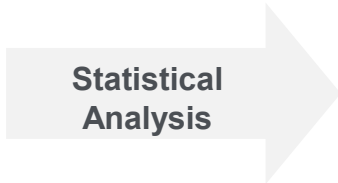
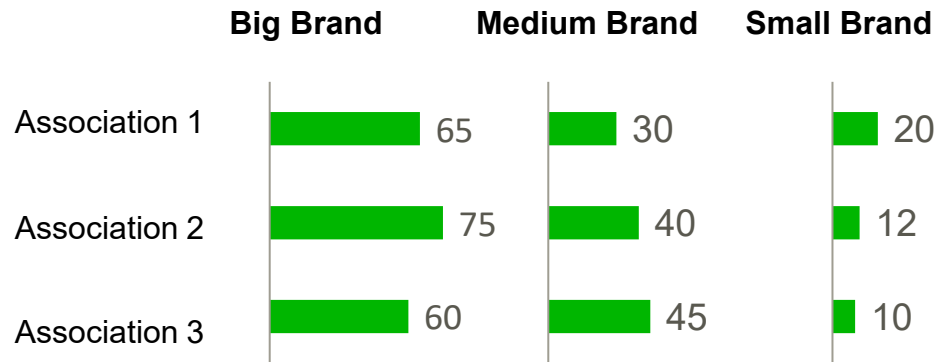
Cheap (4%)



Sig. different at 95% vs 2024

Big brands naturally attract high endorsement, which can limit insights. But we can run a statistical analysis to strip out size to identify relative strengths and weaknesses.

Brand Image Profiling and Why We Should Look At It?

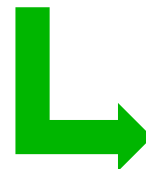


Limited Insights:

Big Brand leads on everything, followed by Medium Brand and Small Brand.

More Insights:

- Big brand’s strength is driven by Association 2
- Medium brand’s role is clear in consumers’ minds – it is known for Association 3, but not for Association 1
- While small, Small Brand is a threat on Association 1



We can then **overlay what drives demand and willingness to pay** to help you pursue what matters most (choice/price driving associations, differentiation/competitive white space)

Canada positioning clarity remains weak despite recent uplifts in Demand Power. NZ clearly delivers a differentiated positioning for sustainability. US Beef continues to rely on its cheap and convenient positioning. AU has room to strengthen it positioning



Drivers of Demand Power BIPs



DRIVERS OF DEMAND POWER

(Factors and statements ranked from highest to lowest importance in driving Demand Power)



Comparing with 2024 US Beef has lost further ground on its weaknesses – freshness and food safety, potentially driven by recent increased food safety legislation in South Korea



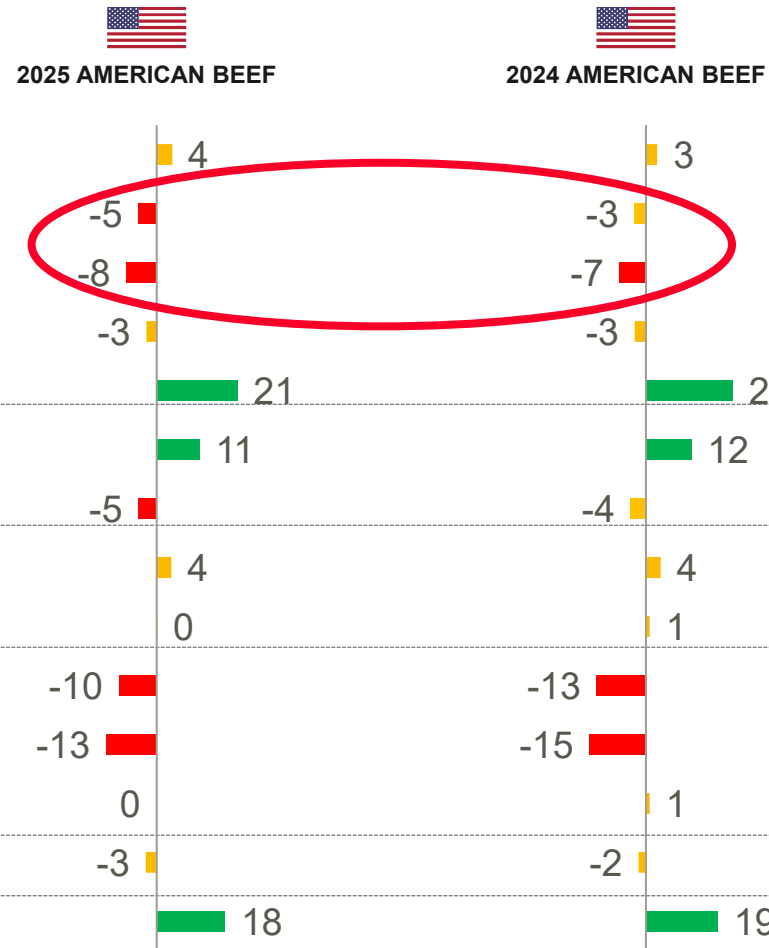
Drivers of Demand Power BIPs



DRIVERS OF DEMAND POWER

(Factors and statements ranked from highest to lowest importance in driving Demand Power)

Category	Statement
Superior (33%)	Is my/my family's favourite beef
	Fresh
	Guaranteed safe to eat
	Is the most superior beef
Nutritious Cuts (22%)	Is easy and convenient to purchase
	Offers a variety of cuts that suit the meals I make
Richly Marbled (17%)	More nutritious
	The fat is nicely marbled
	The meat is usually tender
Quality/Care (17%)	The animal is well-cared for
	The industry is environmentally sustainable
	Consistent quality standards
Low fat (8%)	Low in fat
Cheap (4%)	Cheaper



Summarising Beef's Brand Health in South Korea:

US Beef declines while AU Beef remains dominate

- From a macro context perspective, South Koreans are taking notice of Trump's tariff turmoil.
- As a consequence, US Beef Brand Equity and eat most often is softening.
- US Beef has also lost ground on freshness and food safety concerns, as increased food safety regulations in South Korea remind consumers of past US Beef food safety issues
- Meanwhile Australia dominates with the strongest brand funnel, Demand Power and Pricing Power score. AU Beef also leads on all but one imagery associations (Cheap)

Canada and NZ benefit from the turmoil of US trade policy

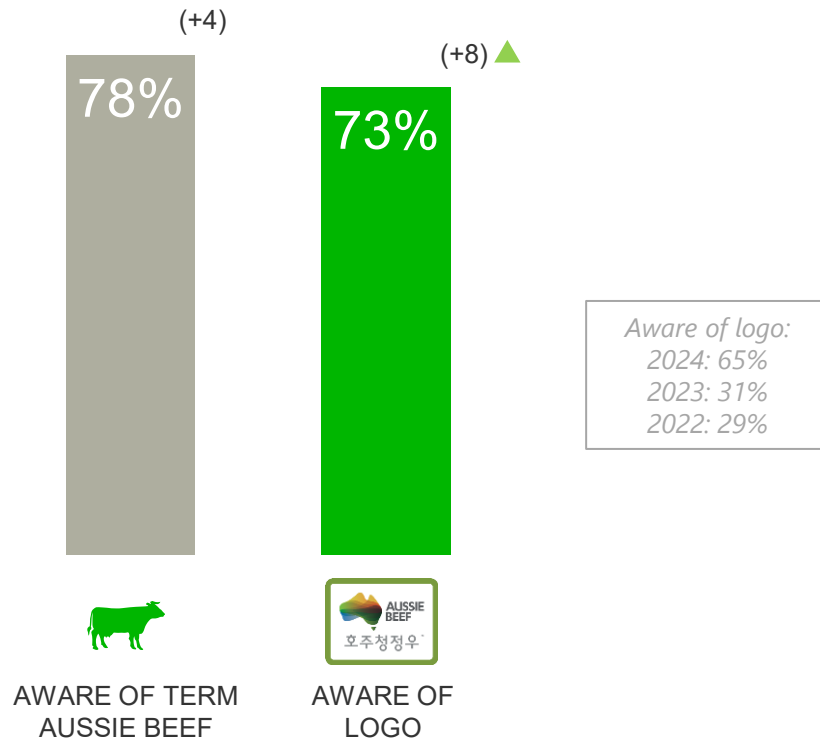
- Canada has seen improvements across their brand funnel and uplifts in Meaning, Saliency and Demand Power
- This has been achieved despite no change in Canada's image associations, suggesting the US trade policy is assisting – perhaps benefitting from the notion that 'my enemy's enemies are my friends'.
- Meanwhile NZ is the quiet achiever, growing demand power through uplifts in Saliency and Meaning and solidifying their positioning as a sustainable brand with well cared for animals. A watch out for AU Beef

4 Aussie Beef- Awareness & Associations



'Aussie Beef' comms are well-known and continue to grow. The logo is doing a good job at driving associations with trust, safety, sustainability and animal welfare

Aussie Beef - Awareness And Perception



Top 5 impressions of Aussie beef logo:

1. I trust the beef/lamb from here
2. Is guaranteed safe to eat
3. Is environmentally sustainable
4. The animals are free to roam
5. Is my/my family's favourite

Aussie Beef remains the most well-known Beef brand and dominates perceptions, making a strong and positive contribution towards AU Beef total brand associations



Aussie Beef - Awareness And Perception

AWARENESS



73% (+8) ▲



55% (=)



15% (=)

THE IDEAL HOME

Comes from the perfect place to produce beef/lamb

Is environmentally sustainable

The animals are free to roam

PEACE OF MIND

Is processed under the highest animal welfare standards

Is guaranteed safe to eat

Is fresh

Has consistent quality standards

I trust the beef/lamb from here

They care for their animals when raising them

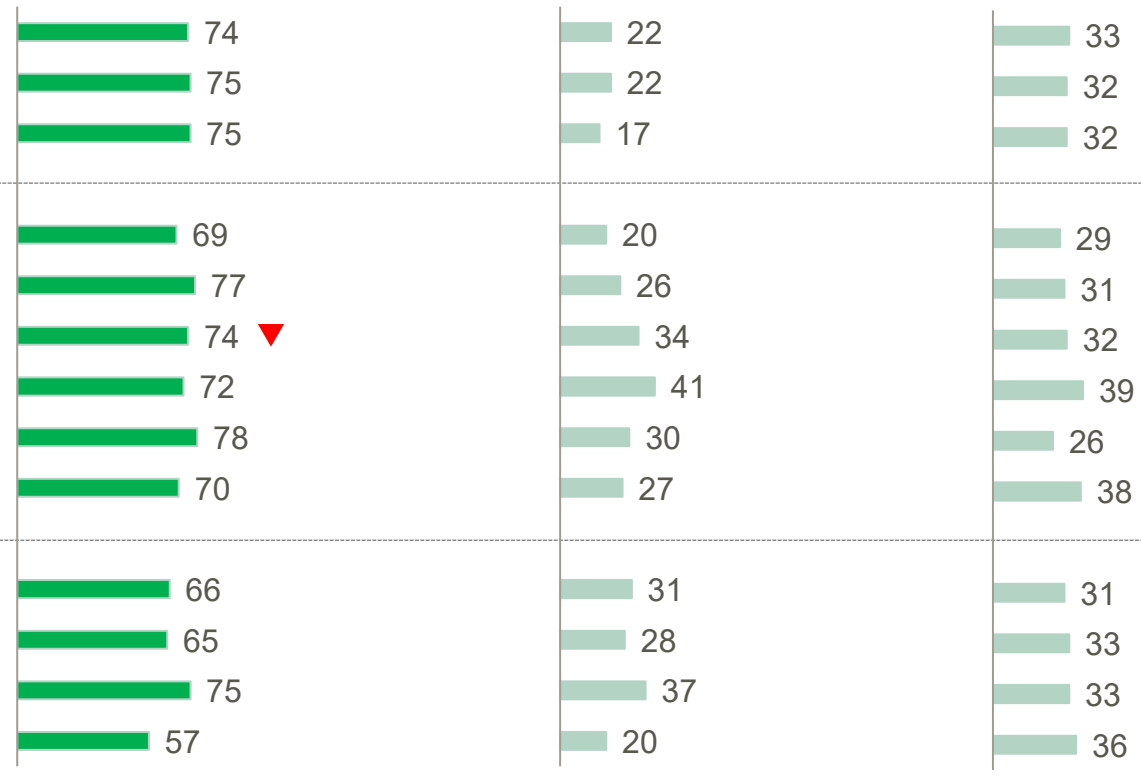
PURE ENJOYMENT

Is the most delicious beef/lamb

Is more nutritious

Is my/my family's favourite

Is low in fat



■ Highest association

5
Final thoughts
and discussion



Overall Summary

1. Protein Landscape

- Consumption trending upwards across major proteins
- Beef purchasing seeing uplifts in 2025 in both local and imported Beef
- Chicken gaining ground due to cost-of-living pressures
- High prices are holding back High Marbled Beef purchases
- Premium Beef types are familiar to most but only purchased by a minority. They are associated with being less tender
- Wagyu and Angus Beef are the dominant breed types
- There is a clear understanding that fat delivers flavour and taste

2. Equity and Imagery

- US Beef is losing equity while NZ and Canada Beef see uplifts
- AU Beef equity remains strong stable and dominant
- NZ is a small but growing challenger brand gaining momentum in funnel metrics as well as equity, clearly positioned as a sustainable environment with good animal welfare.
- Canada is growing its equity with increased Salience and Meaning despite not growing imagery associations, reflecting the current positive sentiment towards Canada during US trade policy turmoil.
- US Beef has weakened further on food safety perceptions and freshness, potentially driven by increase food safety standards in South Korea

3. Aussie Beef Logo

- The Aussie Beef logo continues to gain traction in South Korea, with consumers strongly associating it with trust, safety, and sustainability
- Aussie Beef maintains increases its position as the most well-known beef brand in the market
- The logo's strong link to safety and sustainability plays a role in building trust and driving consumer preference for AU Beef overall

RECOMMENDATIONS: How can AU Beef leverage the current US Trade Policy advantage to widen our gap with US Beef

1.

BUILD OUR MEANINGFUL DIFFERENCE

AU Beef is well differentiated and well loved. Maintain that advantage while US Beef is under pressure.

Focus on our Superiority to drive Demand Power and Quality Care credentials to drive pricing Power

Key Action 1:

Focus comms on flavour and freshness. Illustrate how we are a family favourite and reinforce our consistent quality

2.

PROTECT OUR POSITIONING

Continue to amplify and protect our positioning to demonstrate to customers our value as brand by dialling up the convenience and variety of our cuts that meet consumer needs.

Key Action 2:

Leverage our strong positioning to demonstrate value to our customers to win with more cuts on more shelves

3.

FIND NEW SPACE FOR YOUR BRAND

Can we leverage our organic and sustainability credentials through new distribution channels interested in organic, hormone and antibiotic free beef. This will in turn grow our sustainability credentials

Key Action 3:

Consider new distribution channels for our sustainable products

4.

MAKE YOUR CREATIVE COUNT

Ensure creative stays focused on our key messages and don't come off air or reduce in-store exposure. This is the time to dial it up and take advantage of US Beef's weakness

Key Action 4:

Use the Aussie Beef logo as a trust anchor while layering in messaging around taste satisfaction
Leverage in-store

5.

ELEVATE TASTE CREDENTIALS

There is a clear opportunity to elevate the taste credentials of Australia more sustainable associated beef types.

While communicating our natural and environmentally sustainable credentials can we also focus on taste

Key Action 5:

Identify ways to communicate the taste Australian grown Beef can deliver

6 Appendix

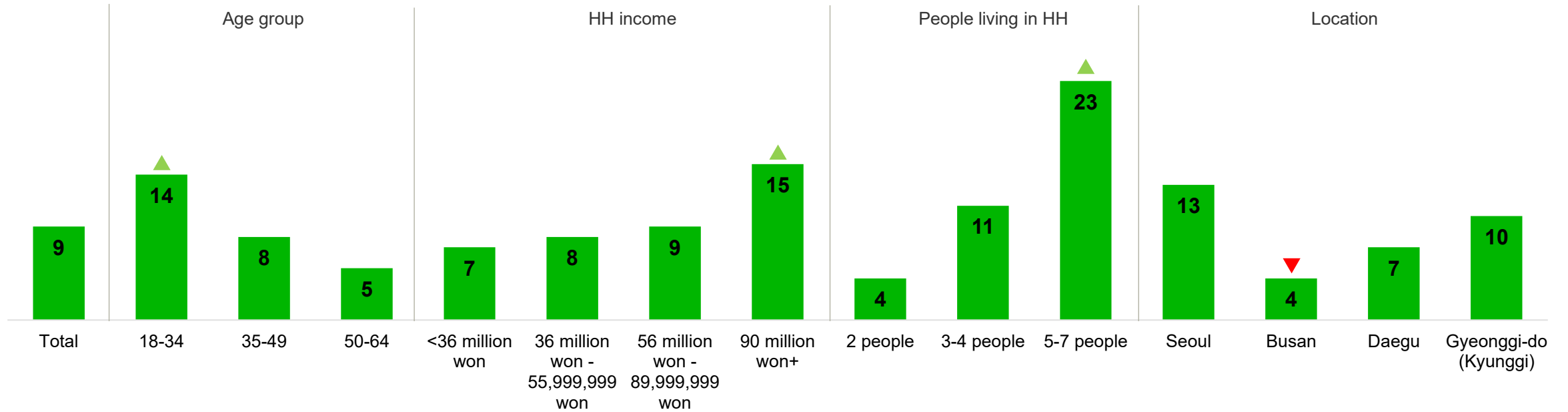


LAMB SNAPSHOT: Recent Lamb buyers tend to be younger consumers living in higher income households of 5-7 people.



Lamb snapshot | Consumer profile

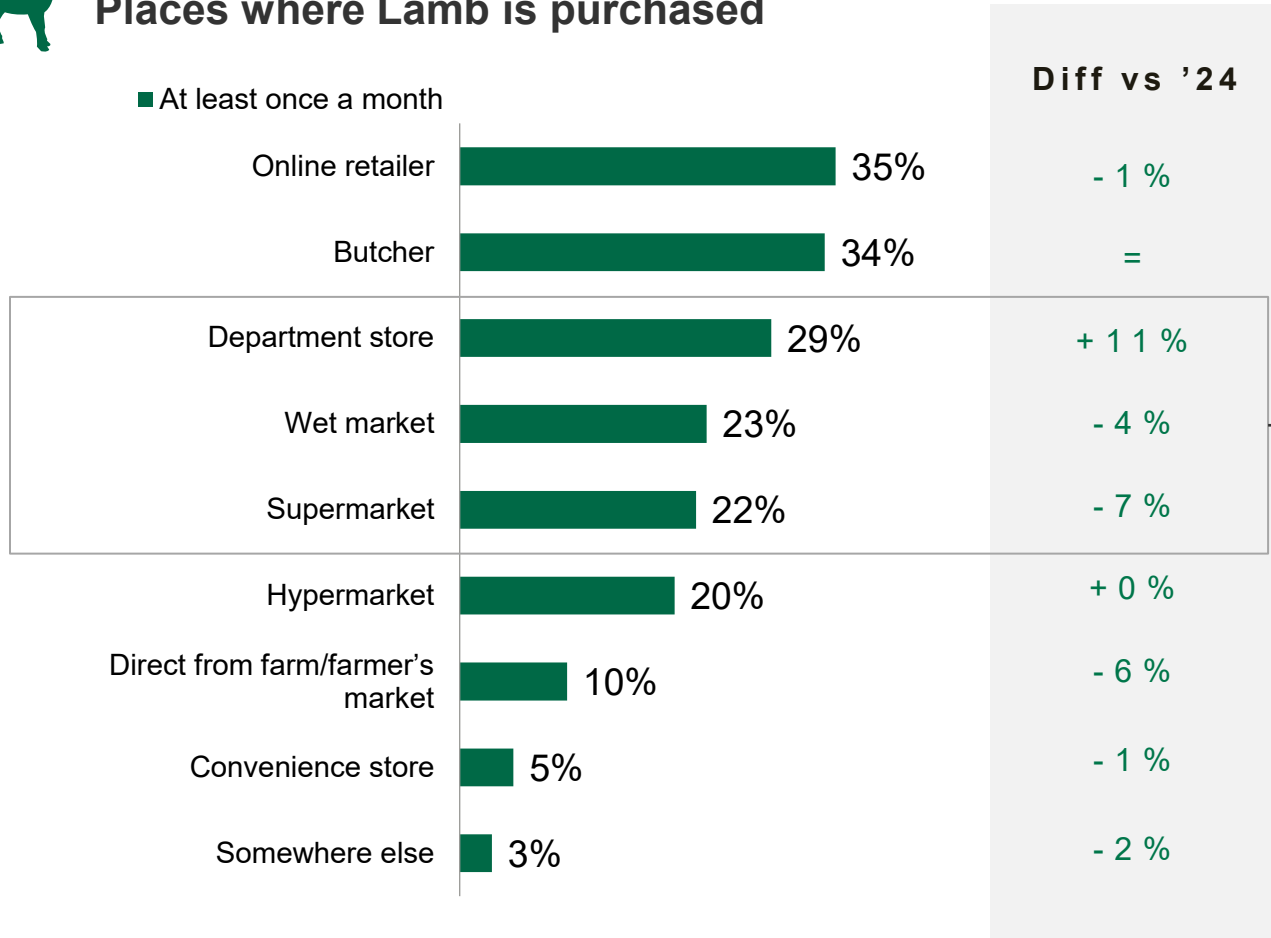
Profile of last month lamb buyers (9%)



Lamb purchases are rising in department stores, while declining in wet markets and supermarkets, this is most likely linked to rising food health and safety concerns.



Places where Lamb is purchased



The increase in lamb purchases at department stores, alongside the decline in purchases from wet markets and supermarkets, is closely tied to consumer concerns about food safety, quality assurance, and traceability.

- The emphasis on food safety has contributed to a decline in traditional market patronage, with consumers gravitating towards modern retail formats that **offer enhanced safety measures**.
- This trend underscores the importance of food safety in shaping consumer behaviour and retail success in South Korea.
- Department stores are believed provides products that **follow stringent safety measures, technological advancements, and premium offerings** that align with their expectations for quality and hygiene.
- Wet markets and supermarkets are losing popularity **due to aging infrastructure**, and the establishment of online retailers.

Smell and taste are increasingly influential drivers for low Lamb uptake. Familiarity is improving, although lack of cooking know-how remains the #2 barrier.



Reasons why South Koreans do not buy Lamb

Of the sample have never bought lamb

68%

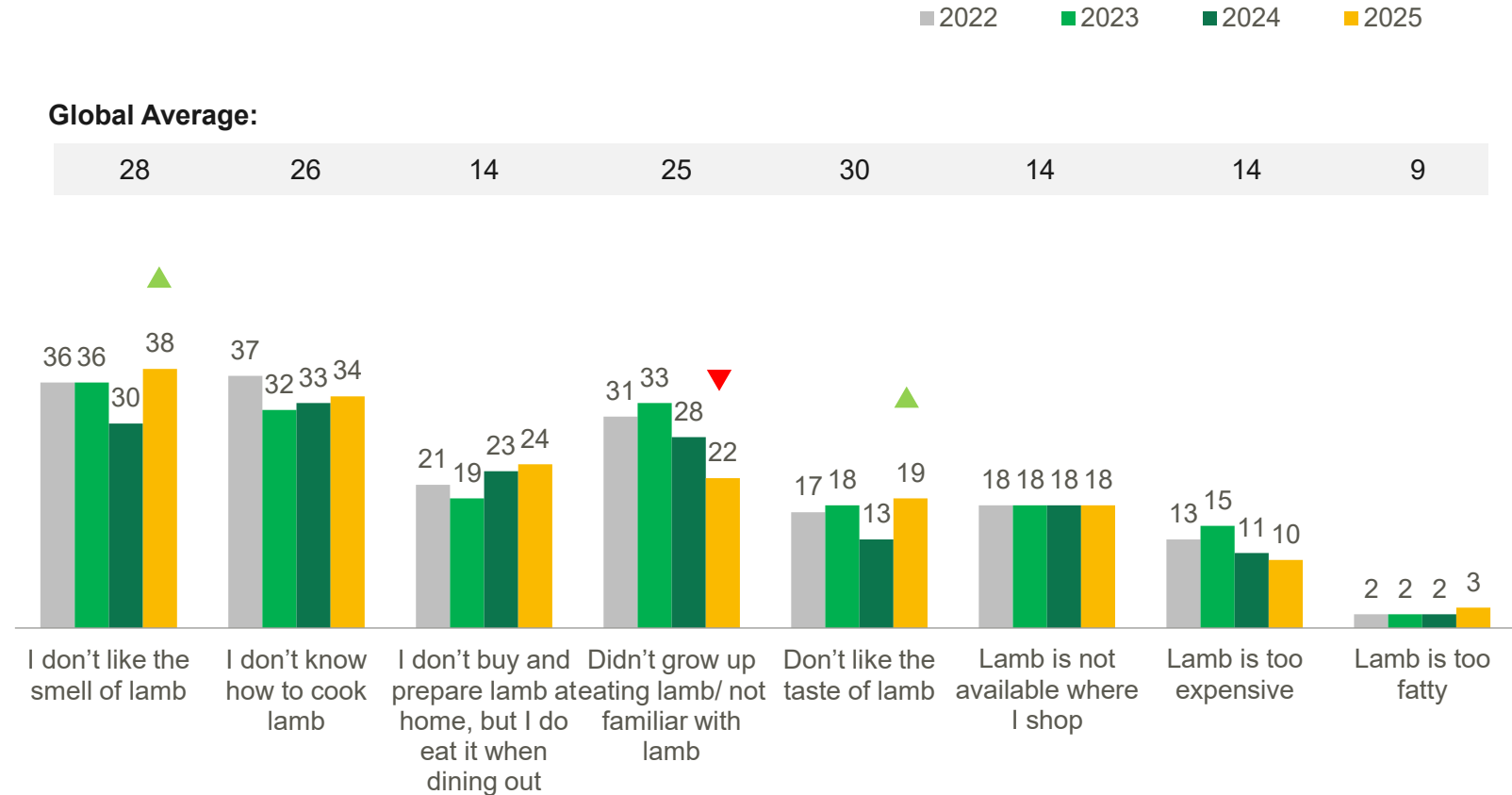
vs. 38% Global Average

2024: 69%
2023: 66%



Global Average:

28	26	14	25	30	14	14	9
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Looking at the lower levers of equity, majority of metrics remain stable...


Beef country of origin - Equity


AUSTRALIAN BEEF


US BEEF


NEW ZEALAND BEEF

CANADIAN BEEF

 Australian beef			
Top Rank %	2024	2025	shifts
Affinity	44%	45%	1%
Meet needs	41%	39%	-2%
Uniqueness	33%	34%	1%
Dynamism	35%	35%	=

 US Beef			
2024	2025	shifts	
16%	16%	=	
17%	15%	-2%	
17%	15%	-2%	
16%	18%	2%	

 NZ beef			
2024	2025	shifts	
7%	7%	=	
9%	6%	-3% ▼	
11%	10%	-1%	
10%	7%	-3% ▼	

 CN beef			
2024	2025	shifts	
2%	3%	1%	
3%	5%	2% ▲	
6%	6%	=	
3%	4%	1%	

Affinity (Top Rank) refers to the percentage of respondents who ranked a brand as their #1 choice among a list of competitors. It reflects **relative preference** rather than absolute sentiment.

KANTAR

Global Tracker 2025

South Korea
Presentation Deck

Brought to you by your Kantar Team:
Sally Kennedy, Carolina Ferrando, Heather Buys &
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