



Consumer Lifestyles in South Korea

October 2026

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Scope

CONSUMER LANDSCAPE

Consumer landscape in South Korea 2026

PERSONAL TRAITS AND VALUES

Personal traits and values

South Koreans are concerned about the rise in every day costs

Time for work is most prioritised by Baby Boomers

Consumers in South Korea feel it is important to experience cultures other than their own

Consumers favour branded merchandise over non-branded substitutes

Older generations look forward to having an increased amount of spare time

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Connecting with friends or family virtually is a popular Gen Z home activity

Gen Z are most likely to use generative AI to assist in daily activities

Respondents look for food quality when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Gen Z are most likely to actively monitor what they eat

Gen Z say they do not cook very well

Younger generations look for snacks that are convenient to eat outside home

Baby Boomers look for healthy ingredients in food and beverages

Consumers are willing to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Many South Koreans prioritise working with likeminded people

Consumers desire to have a job that allows for a strong work-life balance

Older generations want to have job security

Consumers expect to have flexible start and finish times in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Respondents walk or hike for exercise

Sleep aids remain a popular stress-reduction activity among younger generations

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

Older generations are most likely to own a fitness wearables

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

South Koreans enjoy discovering good deals

Older generations love exploring shopping malls

Baby Boomers are most likely to pick destinations based on the quality of shopping there

Younger generations are willing to buy second-hand or previously-owned items

Consumers often sell used or second-hand items

Millennials regularly write reviews for a products or services
Younger generations are most likely to buy items online
Consumers in South Korea expect to spend more on health and wellness
Millennials are most unease about their current monetary status
Shopping and spending survey highlights

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