

# Beyond Asia: Coronavirus Renews Interest in K-food Globally

September 2020

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## INTRODUCTION

Scope

Key findings

## CULTURE AND SOCIAL MEDIA CULTIVATE LOCAL FOOD TO GO GLOBAL

Proudly Local, Going Global is one of key trends in 2020

How local food can spread around the world

Popular movies as key platforms for local food to be known elsewhere

Significant impact of social media on local food moving global

## INSTANT NOODLES: A K-FOOD ICON FOR GLOBAL CONSUMERS

Korean instant noodles, Ram-don shown in Parasite hit the world market

## INSTANT NOODLES: A K-FOOD ICON FOR GLOBAL CONSUMERS

Nong Shim benefited from Oscar-winning movie Parasite

Other Korean instant noodle brands also expand across the globe

Fire Chicken Noodle considered as the origin of K-food to the world

## THE IMPACT OF COVID-19 ON K-FOOD

Noodles benefit from stockpiling effect during global lockdowns

Healthier options of instant noodles attract the US market

Targeting lockdown period, showing eye-catching K-food advertising

COVID-19 drives global consumers to be interested in healthy K-food

Pulmuone develops US market with "Made in Korea" Kimchi

Virtual travel during COVID-19 era could bring opportunities for K-food

## K-FOOD DEVELOPS VIA GLOBAL E-COMMERCE

K-food has its own section via collaboration with Asian local e-commerce

Amazon.com is a new stage for K-food to spread beyond Asia

## KEY TAKEAWAYS

Key takeaways

## APPENDIX

About Via Online Tracking from Euromonitor International

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