

CONSUMERS & BRANDS

# Grocery stores: GS THE FRESH shoppers in Korea

Consumer Insights report

**Consumer** Insights  
by statista 

June 2024



# Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of GS THE FRESH shoppers in Korea: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark GS THE FRESH shoppers in Korea (“brand users”) against Korean grocery store shoppers in general (“category users”), and the overall Korean consumer, labelled as “all respondents” in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

### Global survey methodology<sup>(1)</sup>

**Design:** Online Survey, split questionnaire design

**Duration:** approx. 15 minutes

**Language:** official language(s) of each country with American English offered as an alternative

**Region:** 56 countries

#### Number of respondents:

- 12,000+ for countries with the extended survey (including Korea)
- 2,000+ for the basic survey

**Sample:** Internet users, aged 18 – 64, quotas set on gender and age

#### Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

**Sources:** [Consumer Insights Global](#) as of June 2024

## CHAPTER 01

# Management summary

- Brand usage
- Key insights

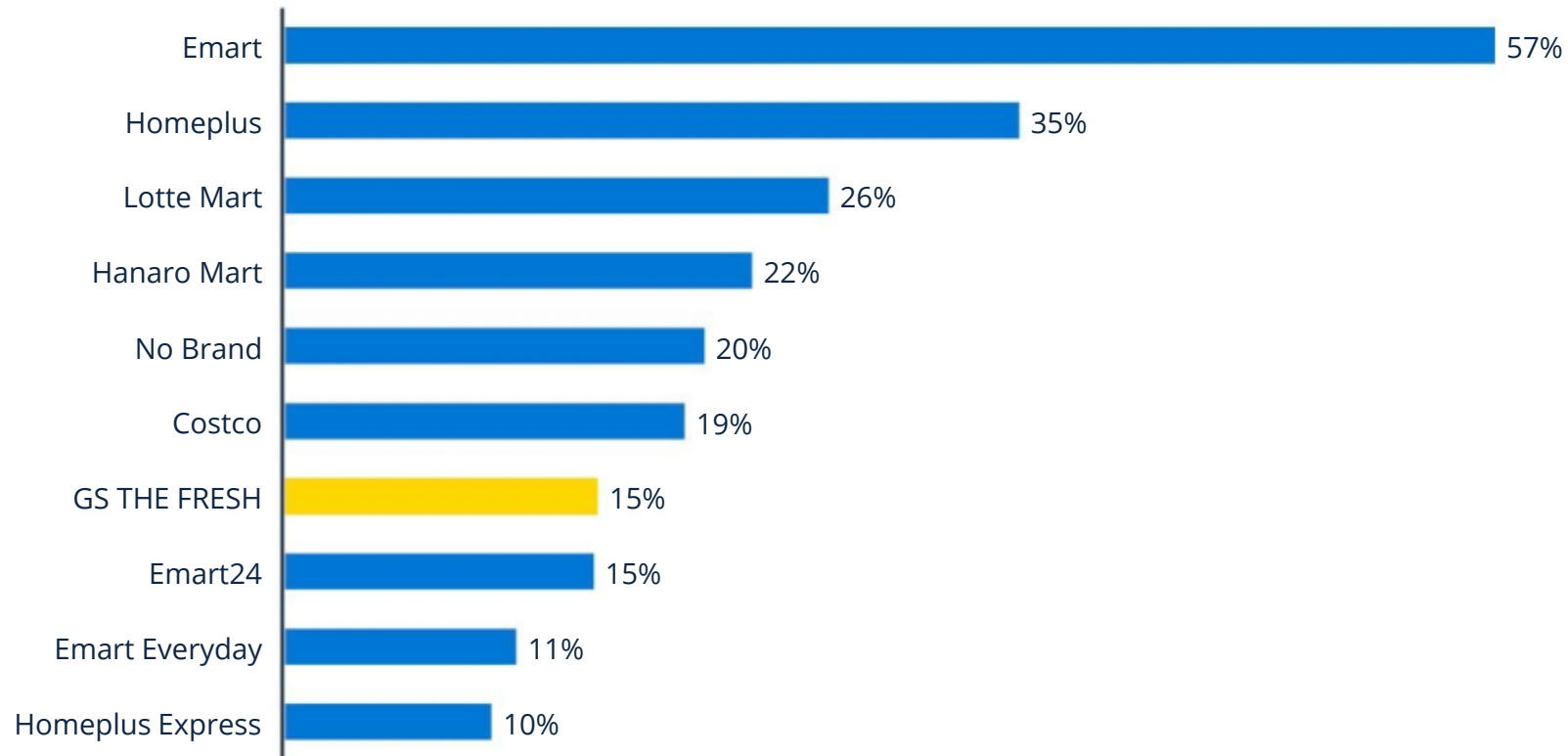




# GS THE FRESH is the seventh most used grocery store in Korea with Emart in first place

Management summary: brand usage and competition

## Top 10 most used grocery stores in Korea



# The share of grocery store shoppers using GS THE FRESH declined by 3 percentage points since Q2 of 2022

Management summary: brand usage timeline

Timeline of grocery store shoppers using GS THE FRESH



5 Notes: "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=299 - 360 GS THE FRESH shoppers, n=2018 - 2085 grocery store shoppers

Sources: [Consumer Insights Global](#) as of June 2024

# GS THE FRESH shoppers in Korea

Management summary: key insights

## Demographic profile

GS THE FRESH is more popular among Generation Z than other grocery stores.

There is a fairly even split of male and female GS THE FRESH shoppers.

GS THE FRESH shoppers have a similar income distribution as grocery store shoppers in general.

Grocery store shoppers in general and GS THE FRESH shoppers specifically, live in similar type of communities.

## Consumer lifestyle

Having a good time is less important to GS THE FRESH shoppers than to other grocery store shoppers.

Fashion and beauty are relatively prevalent interests of GS THE FRESH shoppers.

Shopping is a relatively popular hobby among GS THE FRESH shoppers.

## Consumer attitudes

It stands out that 29% of GS THE FRESH shoppers try to avoid plastic packaging when buying food.

19% of GS THE FRESH shoppers are innovators or early adopters of new products.

A relatively high share of GS THE FRESH shoppers think that the environment is an issue that needs to be addressed.

## Marketing touchpoints

Instagram is more popular among GS THE FRESH shoppers than the average grocery store shopper.

GS THE FRESH shoppers remember seeing ads on video streaming services more often than other grocery store shoppers.

## CHAPTER 02

# Demographic profile

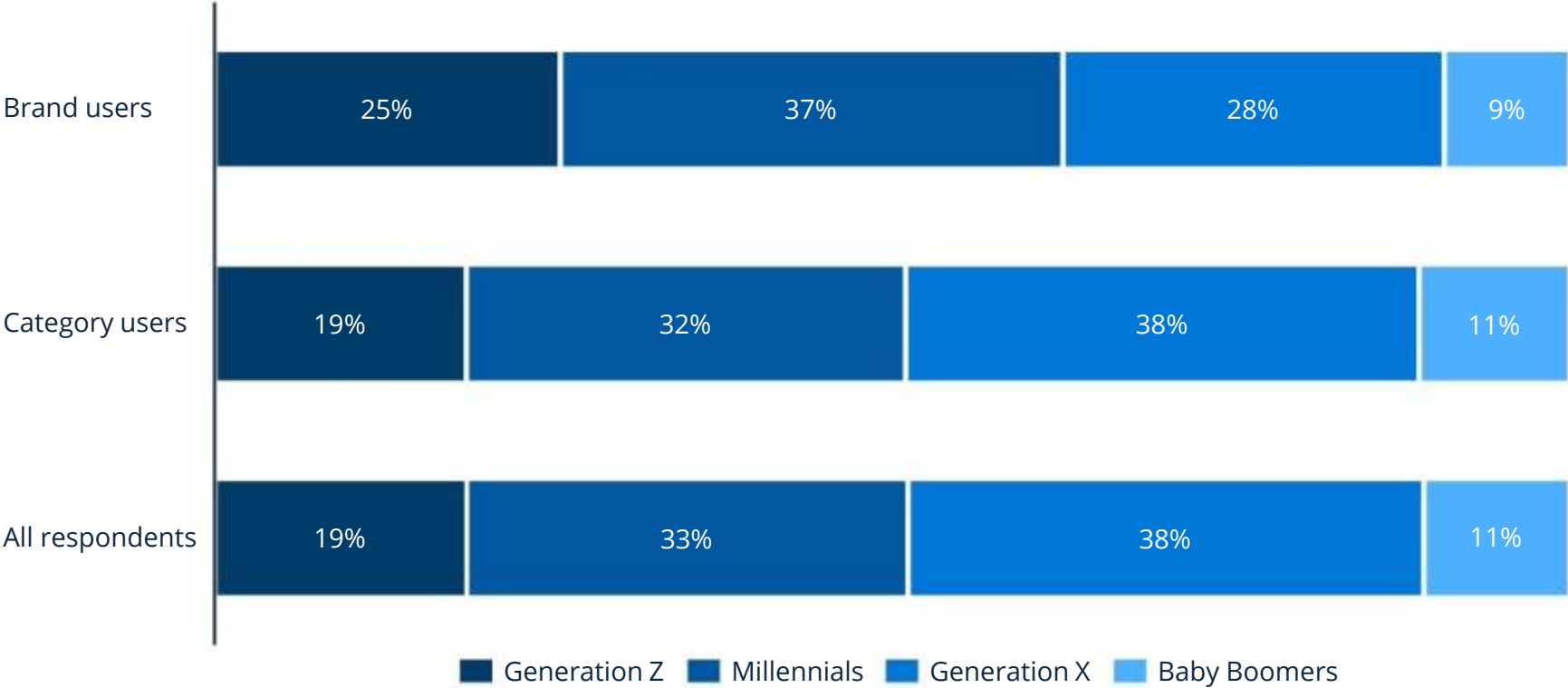
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



# GS THE FRESH is more popular among Generation Z than other grocery stores

Demographic profile: generations

## Age of consumers in Korea



8 Notes: "How old are you?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=302 GS THE FRESH shoppers, n=2,024 grocery store shoppers, n=12,145 all respondents  
Sources: [Consumer Insights Global](https://www.consumerinsights.global) as of June 2024

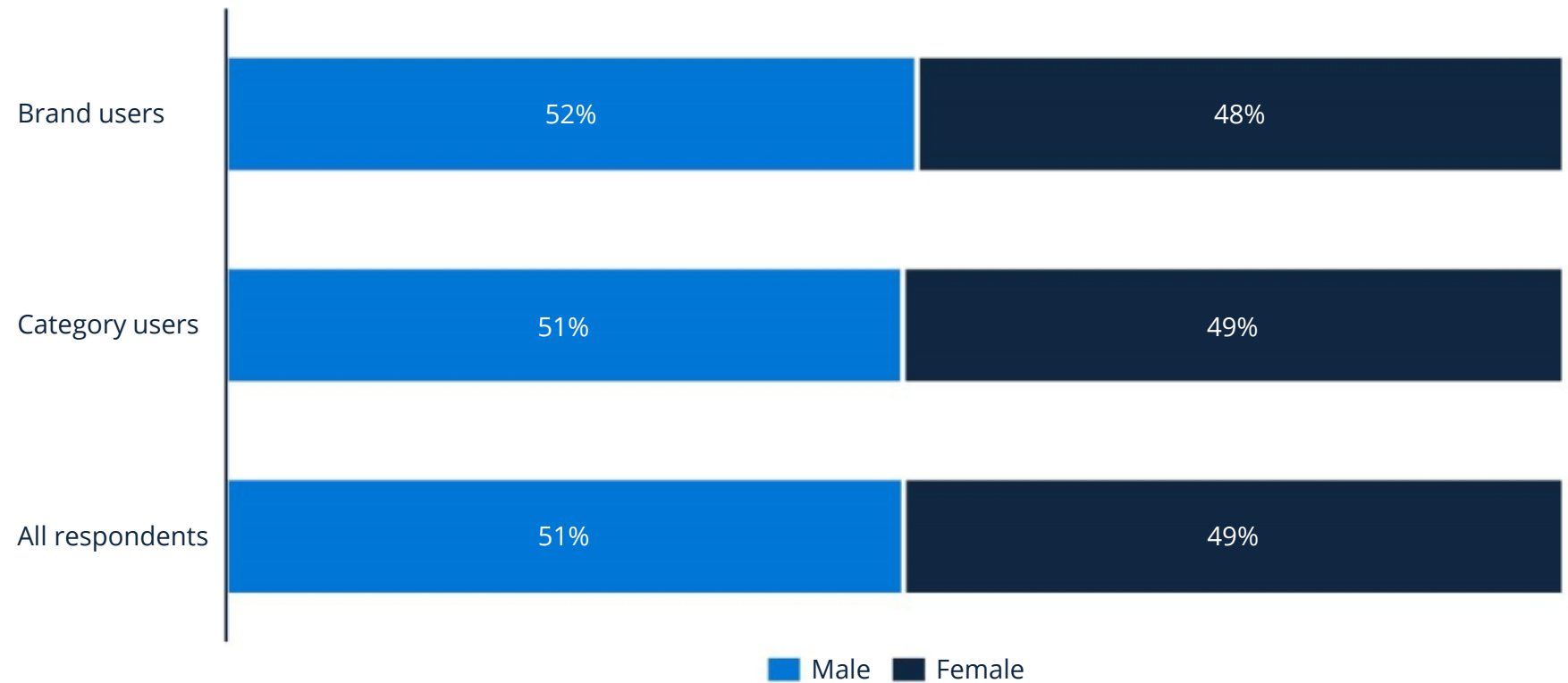


# There is a fairly even split of male and female GS THE FRESH shoppers

Demographic profile: gender



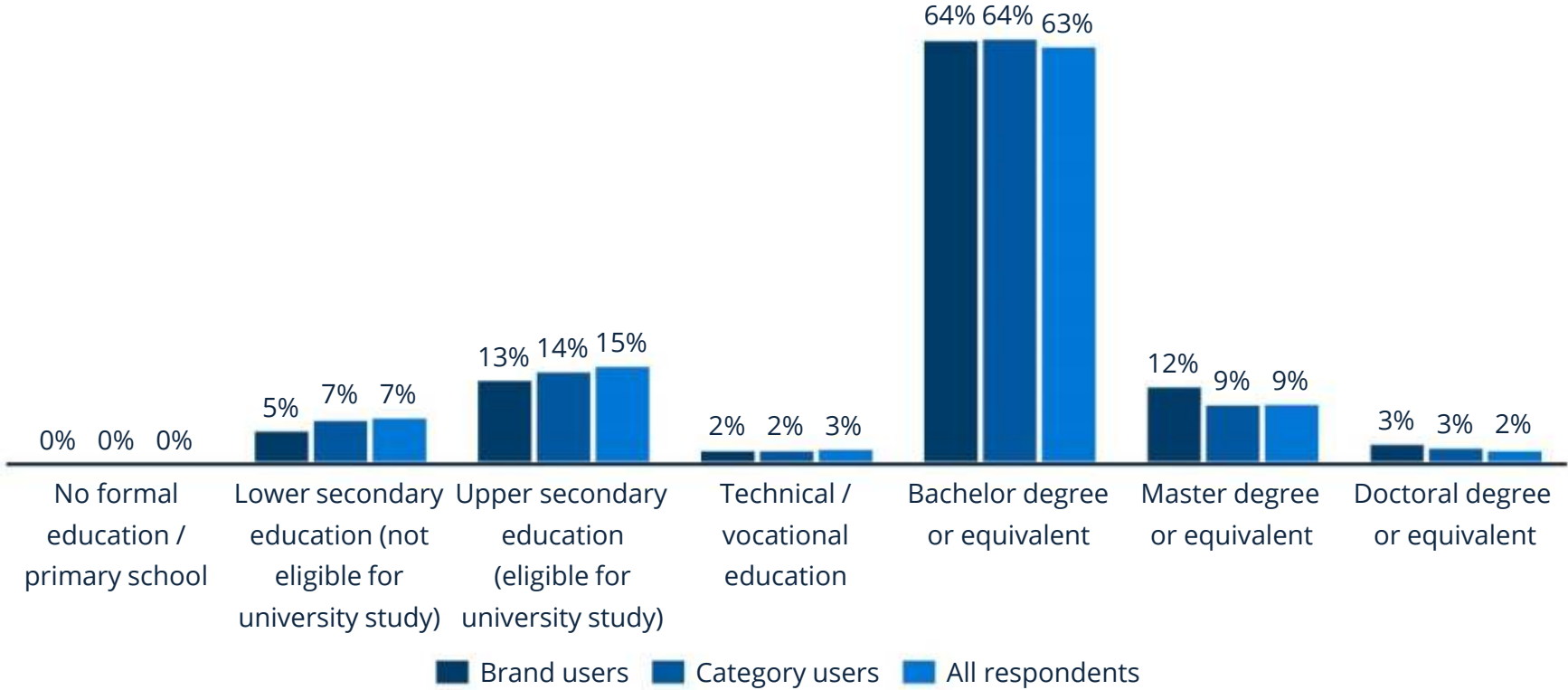
Gender of consumers in Korea



# 79% of GS THE FRESH shoppers have a college degree

Demographic profile: education

## Consumer's level of education in Korea



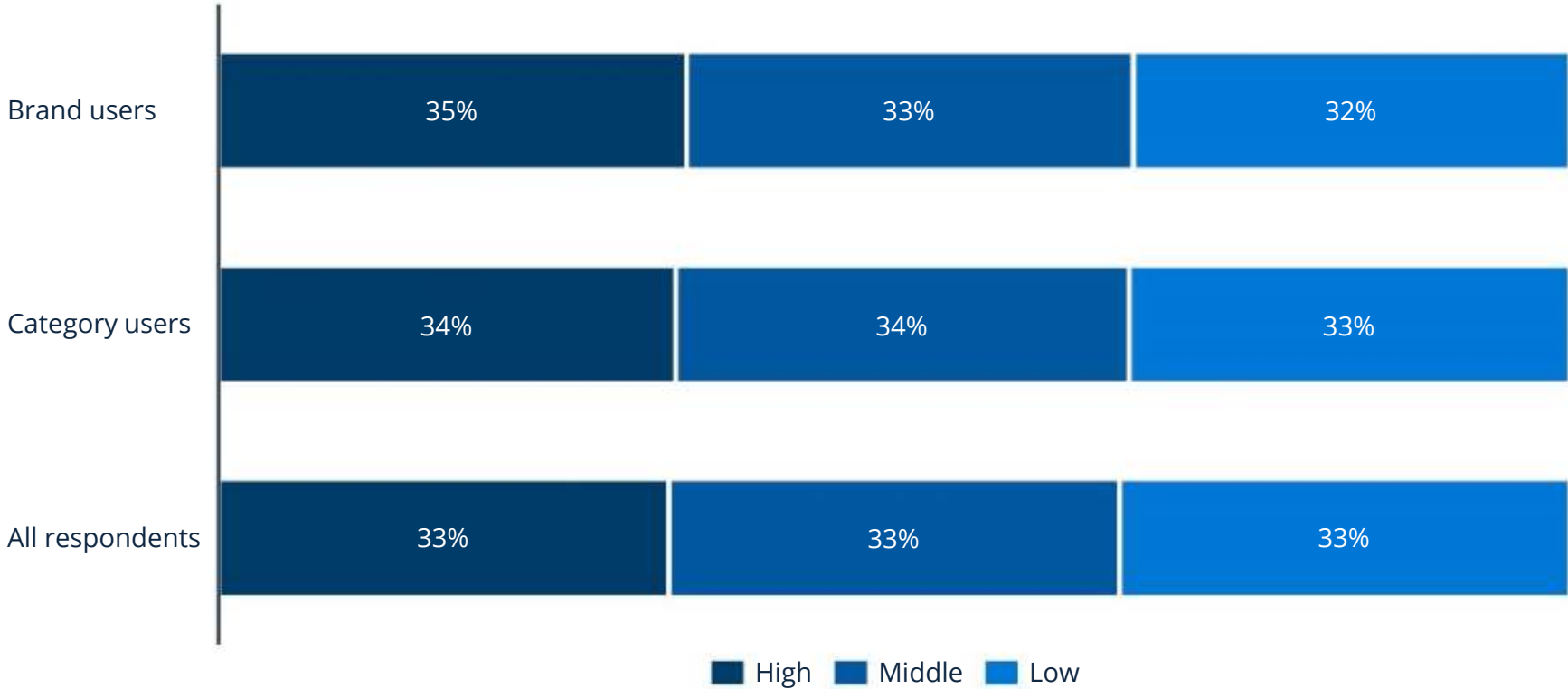
10 Notes: "What is the highest level of education you have completed?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=302 GS THE FRESH shoppers, n=2,024 grocery store shoppers, n=12,145 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

# GS THE FRESH shoppers have a similar income distribution as grocery store shoppers in general

Demographic profile: income



Share of consumers in Korea in the high, middle, and low thirds of monthly household gross income

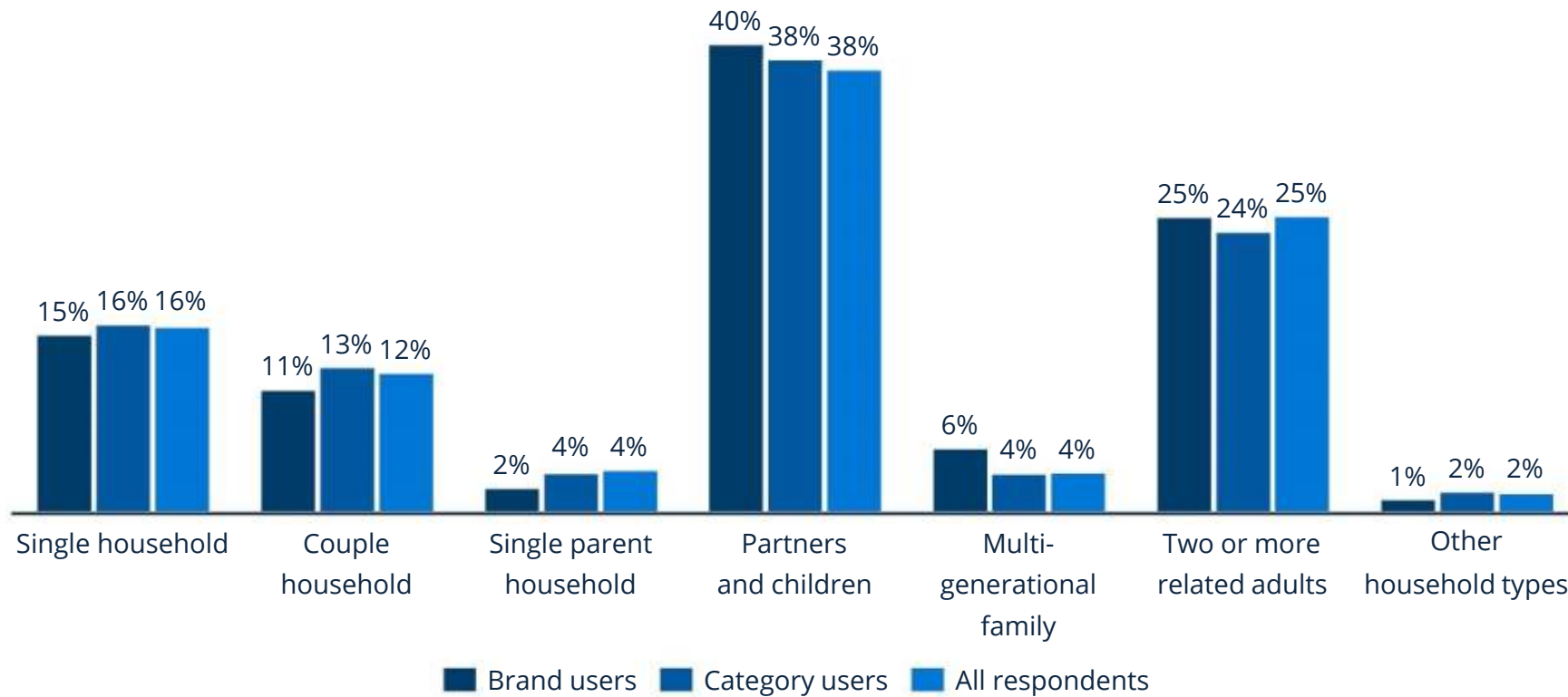


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=302 GS THE FRESH shoppers, n=2,024 grocery store shoppers, n=12,145 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# 40% of GS THE FRESH shoppers live in a nuclear family

Demographic profile: household classification

## Type of households in which consumers in Korea live



12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=302 GS THE FRESH shoppers, n=2,024 grocery store shoppers, n=12,145 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

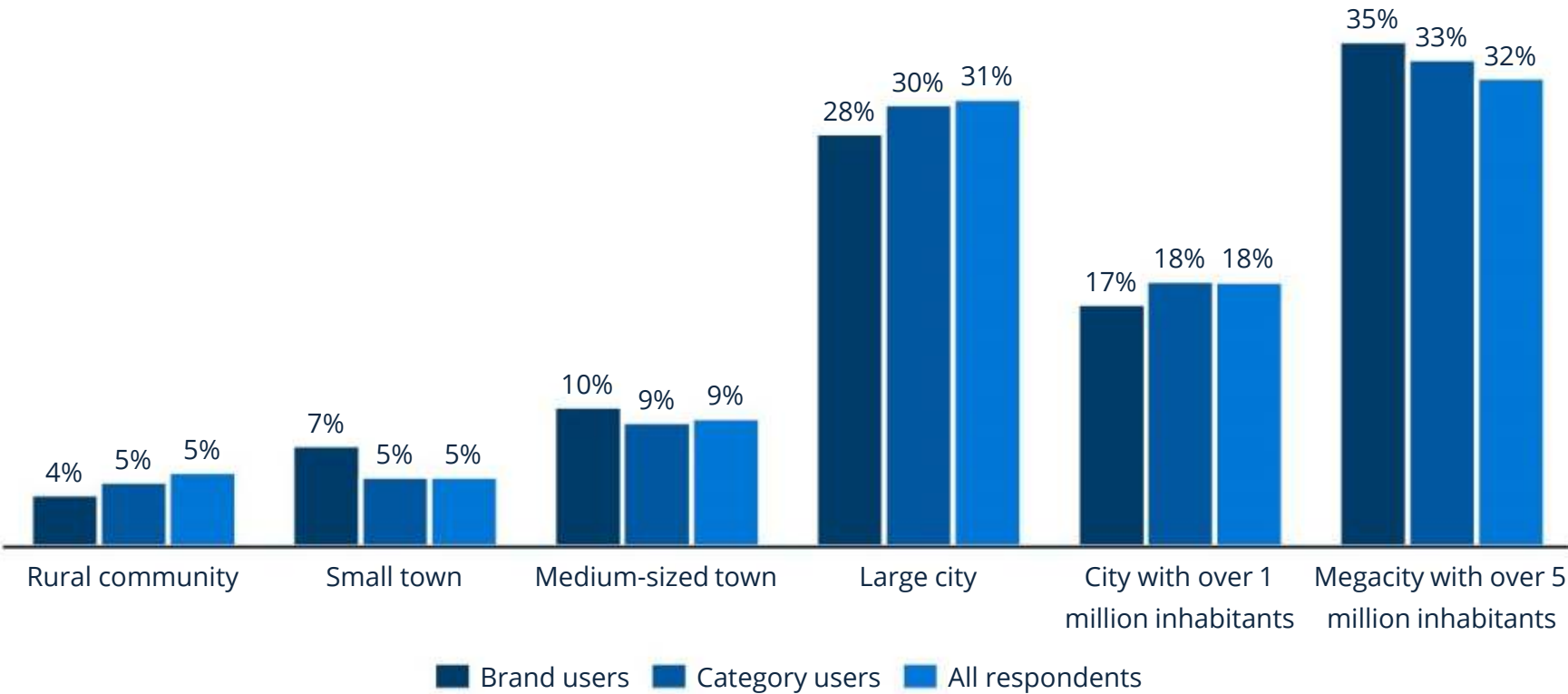


# Grocery store shoppers in general and GS THE FRESH shoppers specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in Korea

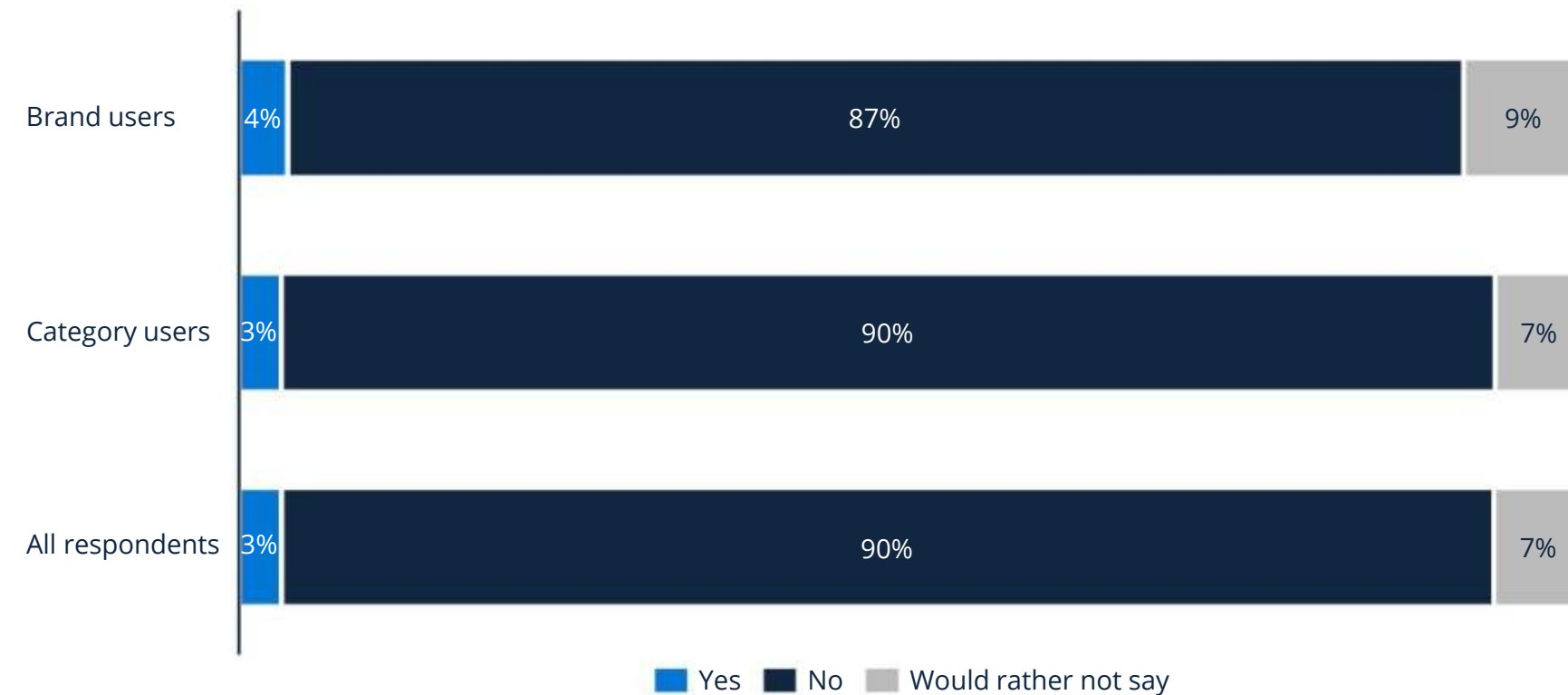


13 Notes: "In what type of community do you live?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=302 GS THE FRESH shoppers, n=2,024 grocery store shoppers, n=12,145 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

# 4% of GS THE FRESH shoppers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Korea



## CHAPTER 03

# Consumer lifestyle

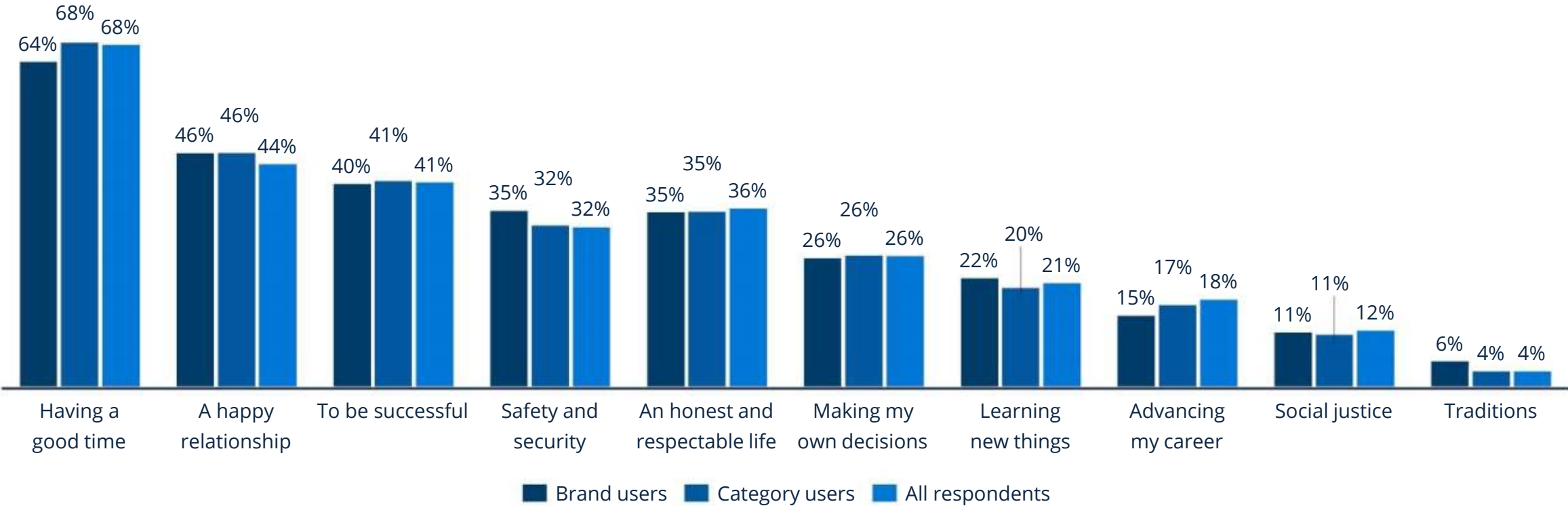
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



# Having a good time is less important to GS THE FRESH shoppers than to other grocery store shoppers

Consumer lifestyle: life values

## Most important aspects of life for consumers in Korea



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=302 GS THE FRESH shoppers, n=2,024 grocery store shoppers, n=12,145 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024



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