

# HALLYU 한류 THE KOREAN WAVE

## SOUTH KOREA'S RISE IN GLOBAL INFLUENCE



KPOP

케이팝

### WHY IS KPOP SO POPULAR?

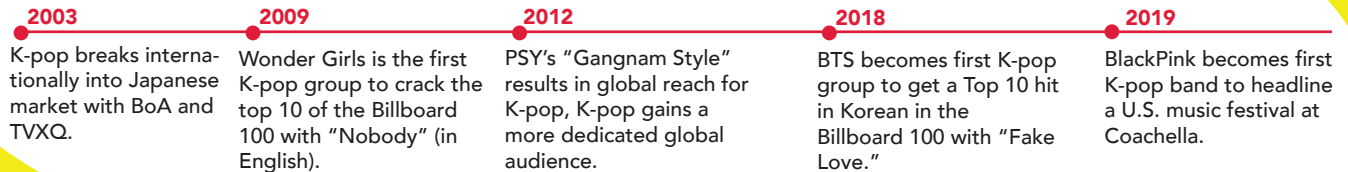
**Highly curated aesthetics** due to idols being trained rigorously from a young age in singing and dancing. On TV, idols appear to provide social commentary and a likeable persona to fans.

**Cross-genre influences** across pop, rap, rock, that have a global appeal.

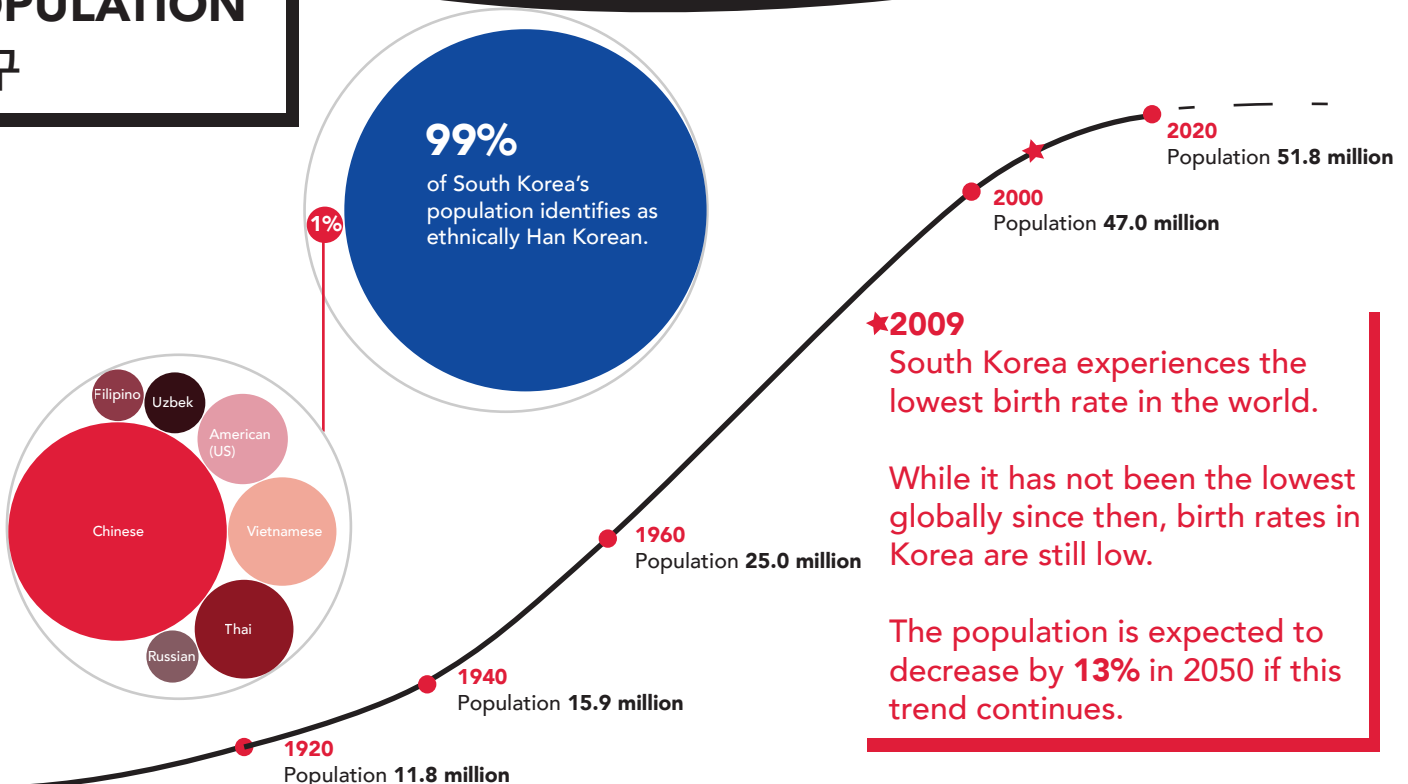
Content clever conforms to yet subtly pushes back **against censorship culture**.

The **industry machine** is incredibly lucrative and powerful.

### THE HISTORY 역사



### POPULATION 인구





## KBEAUTY 케이뷰티

2021  
\$10.3 billion

2026  
\$20.8 billion

The KBeauty market is expected to grow by **102%** in the next five years.



## FOOD 음식

**25% YoY Increase** in overseas demand for **Korean condiments** in 2020, reaching over \$300 million.

**Squid Game** became Netflix's most-watched series ever in 2021.

It is also the first South Korean series and first television series not in English to win at the Emmy awards, having earned **14 nominations** in 2022.



## KDRAMA 한국 드라마

**77%** of global respondents stated that K-dramas were generally popular even outside of dedicated fan circles in a 2021 poll.

Bong Joon-Ho's historic **Academy Award Best Picture** win for **Parasite (2020)** ushered in a new global interest in Korean cinema.



## FILM 필름

## MAJOR CITIES 주요 도시

- ★ **Seoul 서울**  
Population **9.5 million**
- **Busan부산**  
Population **3.5 million**
- **Incheon인천**  
Population **2.9 million**
- **Daegu대구**  
Population **2.4 million**
- **Daejeon대전**  
Population **1.5 million**

## TOP EXPORTS 최고 수출

- 1) Integrated Circuits (\$89.1B)
- 2) Cars (\$36.9B)
- 3) Refined Petroleum (\$23.3B)
- 4) Passenger and Cargo Ships (\$17.3B)
- 5) Motor vehicles; parts and accessories (8701 to 8705) (\$16B)

## TOP IMPORTS 상위 수입품

- 1) Crude Petroleum (\$42.2B)
- 2) Integrated Circuits (\$38.6B)
- 3) Petroleum Gas (\$16.3B)
- 4) Refined Petroleum (\$12.9B)
- 5) Cars (\$11.8B)

