

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.

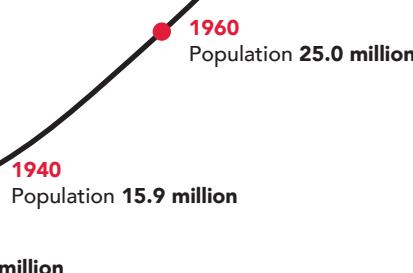
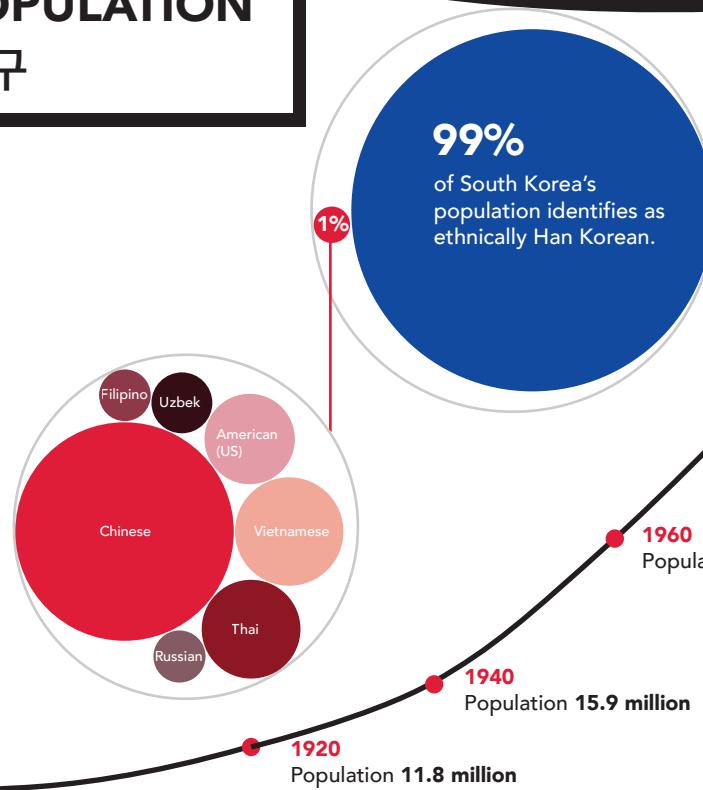
Content clever conforms to yet subtly pushes back **against censorship culture**.

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

THE HISTORY 역사

- 2003 K-pop breaks internationally into Japanese market with BoA and TVXQ.
- 2009 Wonder Girls is the first K-pop group to crack the top 10 of the Billboard 100 with "Nobody" (in English).
- 2012 PSY's "Gangnam Style" results in global reach for K-pop, K-pop gains a more dedicated global audience.
- 2018 BTS becomes first K-pop group to get a Top 10 hit in Korean in the Billboard 100 with "Fake Love."
- 2019 BlackPink becomes first K-pop band to headline a U.S. music festival at Coachella.

POPULATION 인구



★2009

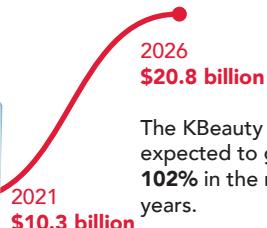
South Korea experiences the lowest birth rate in the world.

While it has not been the lowest globally since then, birth rates in Korea are still low.

The population is expected to decrease by 13% in 2050 if this trend continues.



KBEAUTY 케이뷰티



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.



FILM 필름

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

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.

MAJOR CITIES 주요 도시

Seoul 서울

Population **9.5 million**

Busan 부산

Population **3.5 million**

Incheon 인천

Population **2.9 million**

Daegu 대구

Population **2.4 million**

Daejeon 대전

Population **1.5 million**

TOP EXPORTS 최고 수출

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

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)

