

Thinking World's Artificial Crab Meat market from Korea

Make a MOVEMENT!

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I visited Korea on middle December, 2017. Seoul was -10°C, when I arrived and water supply were freezing as the right picture shows. But, I enjoyed "tteok-bokki" and "oden" at stand in the evening. Korean style oden (in the below picture) is looks like beef gristle or organ; however, this is folded thin deep-fried minced fish on the stick.

Thesedays, Korean economy is in the slump, because of placing THAAD (Terminal High Altitude Area Defence missile) and damaged trading with China. Korean food industries is also in the difficulties. Consumption of Artificial Crab products is stabilizing and i believe there should be some new evolutional products that attract consumers.



↑ Artificial Crab meat products in the super market



↑ Korean style oden

In the case of Japan, artificial crab meat is started from stick type and now, snow crab which is for salad is popular. on the other hand, in the Korean supermarket, I found stick type artificial crab meat and snow crab stick. There is saying, "WHEEL OF RETAILING" in the Marketing, that express new product is released in different shape and price, after many conventional products are released, and then, the conventional products are released again differently. The population of artificial crab meat in the Korean market can be said it's applicable this theory.

At the same time, consumption of artificial crab meat market in Europe is struggling, so there are necessary to launch new products. There are possibility to snow crab stick would become popular as same as Korea.

Especially in France, there can expect high consumption rate, because Japanese food gain popularity, although they have own food culture.

The consumption of artificial crab meat in the US is doing well, backing good economy condition. In the united States, voluminous chunk type is popular. Also, it's tend to demand high quality products, such as natural colored chunk type, comparing with very red-colored chunk products that is used to be.

In the Korea, there launched new products red-coloring by film and cut diagonally, different from conventional chunk type products. This is not merchandized in the US yet, but it would produce in the future.

The consumption of artificial crab meat in the Asia is still favorable growth. Especially Chinese growth of consumption is remarkable. Thailand is also satisfactory. Gradually, they are interested in high quality products and there appear products, using "sashimi" or topping of "sushi", helping japanese food culture boom.

Also, I believe there're possibilities that India would be the great consumer, though it takes time.

In the future, we would like to present various type of idia to our customer all over the world.

