

# Premium Water in Korea



Haneul Kim

# Water Sommelier Profile

- Water Sommelier in Water Bar, Shinsegae Department Store, Gangnam, Seoul (2014)
- The Winner of Korea Water Sommelier Championship 2014 (2014)
- Sommeliertimes Water Columnist (2016 ~ )
- The judge of Korea Bottled Water Award (2016 ~ )
- Sommelier TV Director (2017 ~ )



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# History of Water Market in Korea

## ■ First Water Sale

- Bukcheongmuljangsu started delivering water from far and clean rivers and wells to city in early 1800s
- Seogeun Kim who is one of Bukcheongmuljangsu made coop firm "Subangdoga(水房都家)" with his friends in late 1800s. They delivered spring waters to their neighborhood. It is said that the taste of water is good.
- But Subangdoga vanished after water supply starting in 1908
- Bukcheongmuljangsu vanished in 1914



# History of Water Market in Korea

## ■ First Water Sale

- After independence, the Government didn't allow water sales for raising people using water supply because water supply made much tax to them
- It allowed in Seoul Olympic 1988 temporary for foreigners
- In 1994, The Constitution stipulates that the ban on the sale of bottled water violates people's rights
- The Government allow water sales from 1995 and water market began from 1995

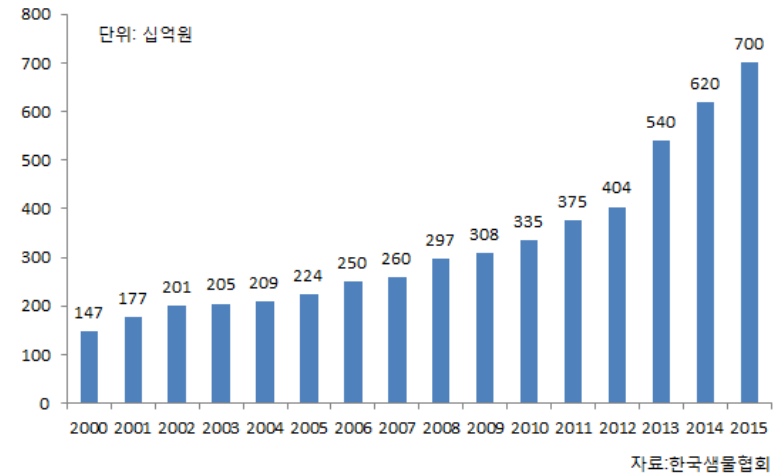


# History of Water Market in Korea

## ■ Growth of Bottled Water Market

- Began from 1995
- It is growing steadily every year as average about 7%
- 2000(\$147), 2011(\$375mil), 2013(\$540mil), 2015(\$700mil)

국내 먹는샘물 시장 연도별 판매액 추이



Unit per 1billion won ≙ \$1mil

## ■ The reason why water market is growing

- People recognize between the fine water and not
- Increasing of single resident (Normal family usually use water purifier, water purifier market size is above \$2billion in 2015)

# Growth of Premium Water Recognition

## ■ Growth Factors in Recent 3years – Deep Sea Water

- The government supported the deep sea water development. Korea is one of developable countries which is just only total 5 countries(Korea, Japan, USA, Norway, Taiwan) to make deep sea water.
- The government allowed 4 areas of Donghae(East sea of Korea) in April 2008 and 4 areas more were allowed in Feb 2013. So total deep sea water areas are 8 now.
- Mineral Balance of deep sea water is (Mg:Ca:K) 3:1:1. Its rate is same as concentration of body fluid. It means deep sea water is good for babies and pregnant women
- Many Stars said to like drinking deep sea waters with organic food
- Deep Sea Water Market : 2010(\$9mil), 2012(\$50mil), 2015(\$78mil)



# Growth of Premium Water Recognition

## ■ Growth Factors in Recent 3years – Sparkling Water

- The word "Premium Water" emerged and people are interested with something different water
- Diet and Well-Being issue is forever. Sparkling water which is known 'Zero Calorie' was growing fast instead of Sodas.
- Especially "TREVI" made a hit at the Korean sparkling water market. TREVI was 12.1% in 2013 (Total Sparkling Water market size was \$19.3mil in 2013). And it was 48.4% in 2016 (Total \$87.1mil). TREVI occupied market share 3 times more in 3 years.
- TREVI is carbonated water based on domestic purified water. After TREVI made a big hit in Korean sparkling water market, many B&F companies followed. Now there are many cheap (under \$1~2) sparkling water products in Korea booming trend for young ladies.





# Growth of Premium Water Recognition

## ■ Growth Factors in Recent 3years – Alkaline Water

- Alkaline water help to remove active oxygen in blood. Many Doctors and Water or Health Experts said in media. People are agree with Alkaline water is necessary for modern workers who have many stress.
- Ladies look for alkaline waters which are known as drinking cosmetic. They try to drink alkaline waters for anti- aging
- Alkaline water(Alkalife, Aussie water, etc) got the prize many times in tasting competition in Korea



# Growth of Premium Water Recognition

## ■ Growth Factors in Recent 3years – Hydrogen Water

- Hydrogen water grew up rapidly in Japan. Japanese hydrogen waters were imported to Korea.
- The relevant system about standard to allow or making hydrogen water was insufficient in Korea. in 2016, the government made a relevant system help from Korea Water Society.
- Miracle waters(Lourdes, Nordenau, Tlacote) of the world contains a large of hydrogen. In Korea, TAMS got certificates only natural hydrogen mineral waters in Korea in 2016
- People believe that the effect of Alkaline water and Hydrogen water will be similar



# Korean Premium Water

## Deeps Gold

- Global Deep Sea Water Co.Ltd produces 3 versions of water as the hardness; Green(100), Blue(150), Gold(200)

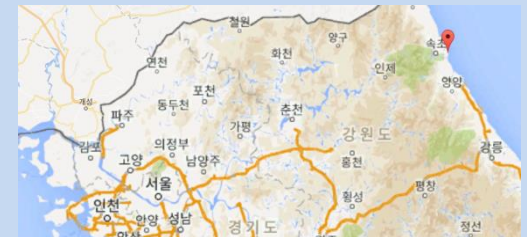


### Details

Source : 7km spot from the water of Woeongchi shore,  
Daepo-Dong, Sokcho, Kangwon-Do

Established : October 2010

Story : undersea 510m. Vintage 400yr.  
Average Temperature under 1°C.  
The 1st of Still in Korean Bottled  
Water Tasting Competition 2017



### Mineral Contains (mg/l)

Ca : 10~18	Mg : 33~48
Na : 7~22	K : 10~18
Hardness : 200	CO2 : Still
pH : Acidic 6	TDS : 224
Analysis on March, 2017	

### Company

Global Deep Sea Water Co. Ltd  
[www.deeps.kr](http://www.deeps.kr)  
+82 33-633-8401(Factory) +82 2-578-8401 (Marketing)

# Korean Premium Water

## TREVI Premium Sparkling Water

- TREVI premium version. Carbonated natural mineral water. The source is in DMZ which is Demilitarized Zone between South Korea and North Korea.

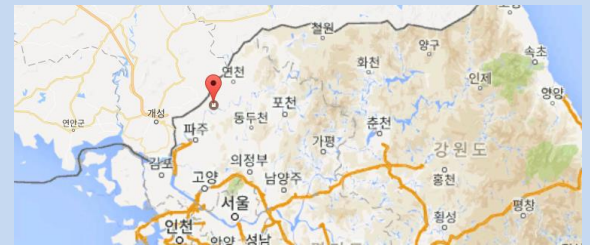


### Details

Source : 1081-11 Duhyeon-ri, Baekhak-myeon, Yeoncheon-Gun, Gyeonggi-do (DMZ, Civilian Control Area)

Established : October 2014

Story : TREVI brand is No.1 sparkling water in Korea, It is many young lady's favorite water



### Mineral Contains (mg/l)

Ca : 24.3~25.2    Mg : 6.2~6.4  
Na : 8~8.4        K : 1.1~1.5  
Hardness : 55     CO2 : Bold  
pH : Acidic  
Analysis on March, 2017

### Company

Lotte Chilsung  
[www.lottechilsung.co.kr](http://www.lottechilsung.co.kr)  
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# Korean Premium Water

## ICIS 8.0

- ICIS 8.0 is the 2nd of market share in Korean still water. ICIS is about 10%. It is natural alkaline mineral water. It has 4 sources in Korea.

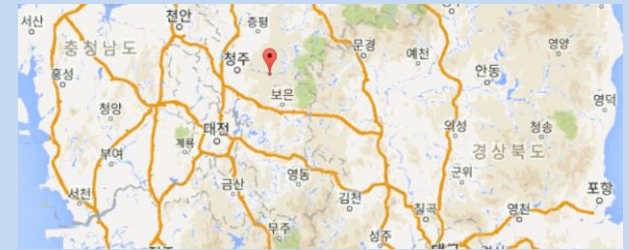


### Details

Source : 59 Sungdae2gil Miwonmyeon, Cheongju, Chungbuk

Established : August 2011

Story : "ICIS" mean 'Ice + Oasis',  
Water Aquifer of ICIS is  
underground 200m,  
throughout the year, There  
is no temperature change.



### Mineral Contains (mg/l)

Ca : 13.3~14.2      Mg : 5.3~6.3  
Na : 1.6~1.9        K : 0.7~0.9  
Hardness : 50~60    CO2 : Still  
pH : Alkaline 7,7~8,3  
Analysis on March, 2017

### Company

Lotte Chilsung  
[www.lottechilsung.co.kr](http://www.lottechilsung.co.kr)  
+82 43-297-2503

# Korean Premium Water

Su

- Su is the only natural hydrogen water in Korea. TAMS allowed people can get this water at the source as a free forever.

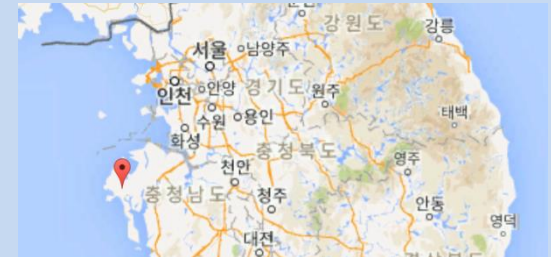


## Details

Source : 85 Dongbaek-ro Taeon-eup, Taeon-gun, Chungnam

Established : November 2016

Story : The only natural hydrogen water in Korea (200~300ppb), undergo 800m, The water of Clust is 53.1Hz. The height of water aquifer is 68m.



## Mineral Contains (mg/l)

Ca : 38.9      Mg : 3.42  
Si : 20.5      K : 1.36  
Hardness : 103      CO2 : Still  
pH : Alkaline 7,8~8,3  
Analysis on November, 2016

## Company

TAMS Co. Ltd.  
[www.suplus.co.kr](http://www.suplus.co.kr)  
+82 41-675-8866  
[tamsoffice@naver.com](mailto:tamsoffice@naver.com)

A man in a light-colored suit stands in a laboratory, holding a small glass and looking at it. The lab bench is filled with rows of glassware, including beakers and flasks. In the background, there are shelves with more glassware and a sink with a faucet. The scene is lit with a cool, blueish light.

Thank You

Haneul Kim