

MARKET SELECTION



TOP THREE COUNTRIES

1



SWEDEN

2



FINLAND

3



SOUTH
KOREA

	Sweden	Finland	South Korea
Perception toward foreign products	Moderately Accepted foreign products	Highly Accepted foreign products	Moderately Accepted foreign products
Internet Usage	<ul style="list-style-type: none"> 87.5% of all population 87.5% access internet daily 	<ul style="list-style-type: none"> 90% of all population 82.5%access internet daily 	<ul style="list-style-type: none"> 96.71% of all population 92.5% access internet daily
Consumer Expenditure on food	13.07% of all customer expenditure	13.04% all customer expenditure	11.58% all customer expenditure
Preference on Tea	<ul style="list-style-type: none"> Kombucha <ul style="list-style-type: none"> Promoting Health and Wellness 	<ul style="list-style-type: none"> Kombucha <ul style="list-style-type: none"> Promoting Health and Wellness 	<ul style="list-style-type: none"> Refreshment/Hydration solution Sugar-free Tea Grain infusion tea

SwedenFinlandSouth Korea

Trade Regulation
Distances
Population Density
Digital E-Commerce

Thai-EU	Thai-EU	ASEAN-Korea FTA
8055 KM	7608KM	3641KM
People per square: 22.9 / sqrt.km	People per square: 186 / sqrt.km	People per square: 503 / sqrt.km
<ul style="list-style-type: none">7% growthstable after covid	<ul style="list-style-type: none">6% growthIncreasing online shopping due to changing lifestyle	<ul style="list-style-type: none">9% growthHigh adoption rate in all customer segments

FINAL DESTINATION: SOUTH KOREA

