

Market Research Report: Demand for Korean Language Education and Competitive Analysis among International University Students

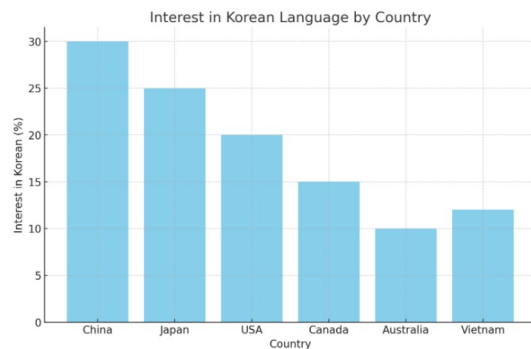
1. Demand for Korean Language Education among International University Students

- **Increase in Global Interest in Korean:**Due to the influence of K-POP, K-dramas, and Korean movies, interest in the Korean language and culture is rapidly increasing worldwide.
- **Survey Results:**According to a recent survey, about 30% of students at major international universities are interested in Korean language education, with 10% showing a strong desire to learn Korean.
- **Increase in Study Abroad Programs:**As exchange and study abroad programs to Korea increase at international universities, the necessity for learning Korean is growing.

2. Major Target Countries

- **China:** Due to geographic proximity and active cultural exchanges with Korea, many Chinese students show interest in Korean language education.
- **Japan:** Due to a similar cultural background and the popularity of Korean content, there is a high demand for learning Korean among Japanese students.
- **USA:** Various universities offer Korean language courses, and interest in Korean culture is increasing.
- **Canada:** As a multicultural society, interest in the Korean language and culture is rising, and many universities operate Korean language programs.
- **Australia:** In the Asia-Pacific region, economic and cultural exchanges with Korea are active, and demand for learning Korean is increasing.
- **Vietnam:** Due to increasing economic cooperation and cultural exchanges, the demand for Korean language education is growing.

Country	Interest in Korean (%)	Potential Students
China	30	100,000
Japan	25	80,000
USA	20	70,000
Canada	15	60,000
Australia	10	50,000
Vietnam	12	40,000



3. Competitive Analysis

- **Existing Korean Language Education Institutions:** In large cities such as Seoul, there are various Korean language education institutions, but there is a lack of specialized Korean language academies for international students in Gyeonggi-do and Pyeongtaek City.
- **Online Korean Language Education:** While online Korean language education is increasing through online platforms, offline language academies provide a differentiated educational experience by offering cultural experiences and local education advantages.
- **Public Institutions and Non-Profit Organizations:** Institutions like Sejong Institute provide Korean language education worldwide, but they have limitations in meeting all the demand.

4. SWOT Analysis

- **Strengths:**
 - o High demand due to increasing global interest
 - o Provision of systematic education programs and cultural experience programs
 - o Geographical advantages of Gyeonggi-do and Pyeongtaek City and utilization of diverse cultural resources
- **Weaknesses:**
 - o Burden of initial investment and operational costs
 - o Need to differentiate from competing institutions
- **Opportunities:**
 - o Increased global interest in the Korean language and culture
 - o Potential support through collaboration with government and corporations
 - o Expansion of educational scope through the integration of online and offline education
- **Threats:**

- o Increase in competing educational institutions
- o Unexpected legal and administrative obstacles when entering the initial market

5. Conclusion

The demand for Korean language education among international university students is steadily increasing. There is an opportunity to provide systematic and specialized Korean language education by establishing a language academy in Pyeongtaek City and Osan City. This initiative can promote the cultivation of global talent and cultural exchange, as well as contribute to the revitalization of the local economy. Through competitive analysis, we will offer differentiated educational programs.