



2024 Consumer Markets Evaluation Indicators Research



[Executive Summary]

2024 Consumer Markets Evaluation Indicators Research

I. Background and Objective

- **(Objective)** To produce the 6th “Consumer Markets Evaluation Indicators” to generate policy data for 40 consumer markets that reflect the policy demands of the government and industry
- **(Function)** To investigate and analyze market trust, price fairness, availability of choice, consumer complaints and damages, etc. as perceived by domestic consumers, and reflect them in establishing policies related to the public economy

※ (Korea Consumer Markets Evaluation Indicators) The 6th survey conducted in 2024 (following those conducted in 2014, 2015, 2017, 2019–2020, 2021) seeks to diagnose consumer sentiment and trust in ‘price’ in the era of high prices, and to provide solutions through evidence-based policy making through an in-depth analysis of data for 40 consumer markets.

- **(Format)** To develop and use a new tool to measure price fairness, availability of choice, trust, and consumer complaints and damages, and generate the **Korea Consumer Markets Evaluation Indicators (KCMEI¹⁾)** to be reflected in **government and industry policy demands*** arising from **rapid economic and social changes**

1) KCMEI (Korea Consumer Markets Evaluation Indicators) cover 40 markets and 14 market areas across three major sectors (goods, services, distribution/transactions).

such as youth, high prices, and online transactions

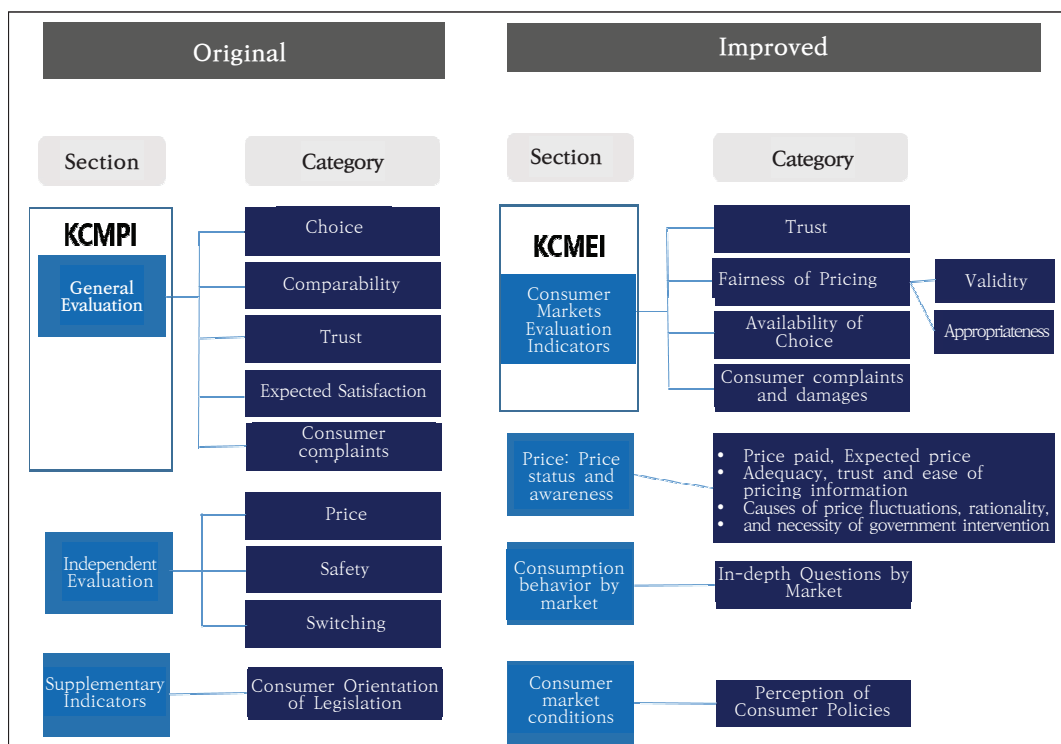
※ Launch the “Consumer Market Evaluation Indicators Council” to select evaluation markets that reflect utilization demands

- **(Fair Trade Commission) Diagnose consumer markets** related to
 - ▲Home deliveries, ▲Food, ▲Automobiles/Transportation ▲Pets
- **(Market Structure Policy Division)** Markets related to daily life such as Bread, Alcohol Drinks, second hand cars, Companion Animal Products etc.
- **(General Consumer Policy Division)** New forms of transaction such as Direct purchase from overseas (Ali, Temu, Amazon, Naver Smartstore)
- **(Ministry of Economy and Finance)** Respond to the policy task of “Develop Plan for Youth-Friendly Services” in the wedding and beauty sectors
 - **(Service Economy Division)** Disclose results of first survey of consumer sentiment on prices, availability of choice, and trust, etc. in the wedding services market
- **(Policy Issues)** Diagnosis of specialized markets such as postpartum care centers, fruits, and school uniforms as part of the response to the issue of low birth rates and the public economy
 - ▲**(Low birth rates and the public economy)** Postpartum care centers, fruits, early morning deliveries. ▲**(Office of Secretary for With People, KBS)** School Uniforms *[†]National Proposal Policy Task₁(July, 2023) ▲**(Korea Consumer Agency)** All-inclusive Removal Services (Online Transaction Research Team), Companion animal products and pet funeral services (Legal System Research Team)

II. Improvements

- The 2024 Consumer Markets Evaluation Indicators see a reorganization of classification of target markets, as well as survey questions, and survey method compared to the previous edition.
- **(Classification of Target Markets) Expanded to include distribution and transactions** including new types of markets such as overseas direct purchase and second-hand transactions to **proactively reflect policy demands** in line with the changing consumer market environment.
 - Utilize the “Consumer Markets Evaluation Indicators Council” to efficiently and effectively select and classify 40 markets into 14 market areas across 3 market categories.
- **(Survey Questions)** In an era of high prices, the **importance of price** to consumer satisfaction is increasing, so we developed KCMEI including **fair pricing** and created new **price-specific questions**.
 - We developed new market-specific consumption behavior questions to tackle market-specific problems with pinpoint accuracy.
- **(Survey Methodology)** Increased efficiency such as increased sample size compared to survey cost by switching to **online survey**.
 - Secured better responses from elderly respondents by conducting 1:1 interviews and improved data effectiveness through sophisticated household visits targeting elderly people.

[Figure 1] Comparison of Items Surveyed in the Consumer Markets Evaluation Indicators



III. Survey Summary

- **(Survey Subjects)** A nationwide survey of 40,000 people evaluated a total of 40 markets (see [Appendix 1])
- **(Evaluating Markets)** 40 markets in total (Goods 14, Services 21, Distribution/Transaction 5)
- **(Respondents)** Consumers aged 19 or older in 17 cities and provinces nationwide with experience in purchasing and using related products and services

[Table 1] Survey Summary

Category	Description
Survey Subjects	<ul style="list-style-type: none"> Regular consumers aged 19 or older nationwide (17 cities and provinces) who have experience purchasing and using related products and services (40) in each market during the relevant period (In the year prior to the date of the survey)
Evaluating Markets	<ul style="list-style-type: none"> 40 markets in total (Goods 14, Services 21, Distribution/Transaction 5)
Sample Size	<ul style="list-style-type: none"> Total of 40,000 (1,000 for each market)
Sampling Error	<ul style="list-style-type: none"> Maximum allowable error $\pm 0.49\%$ at 95% confidence interval
Sample Distribution	<ul style="list-style-type: none"> Modified proportional distribution method applied according to population composition by gender, age, and region (Based on the Ministry of the Interior and Safety's resident registration population statistics (residents), as of the end of July 2024)
Methodology	<ul style="list-style-type: none"> On-Line Survey (For the elderly aged 60 or older, individual interviews (CAPI) were conducted in tandem)
Survey Period	<ul style="list-style-type: none"> August 1, 2024 – August 31, 2024 (Approximately 1 month)

IV. Results

□ (KCMEI) The overall market average KCMEI was **65.7 points²⁾**, with **wedding services** being the **lowest** at 50.4 points (-15.3 points below average). In contrast, **Early-Morning deliveries** scored highest with 71.8 points (+6.1 points above average).

²⁾ KCMEI are displayed as a score out of 100 points

- **(Low-ranking markets)** The three lowest-ranked markets were wedding services (50.4 points), school uniforms (54.8 points), and home renovation/interior decorating services (59.4 points), but veterinary hospitals (61.9 points), and postpartum care services (62.5 points) also scored relatively lowly.
- **(High-ranking markets)** Early-Morning deliveries (71.8 points), Health foods and supplements (70.3 points), household chemicals (70.2 points), general hospital treatment (69.7 points), and airlines (69.7 points)
- **(For Goods, Services, Distribution/Transactions)** The lowest market in each category was ▲**Goods:** School uniforms (54.8 points), ▲**Services:** Wedding services (50.4 points), ▲**Distribution/Transaction:** Direct purchase from overseas (65.6 points)
- **(Goods)** School uniforms, second hand cars, mobile phone handsets, bread, and fishery products were low in that order.
 - **(Bread)** KCMEI 64.8 points, trust 63.8 points, fair pricing 56.8 points, availability of choice 59.5 points, consumer complaints and damage 92.5 points
 - **(Alcohol drinks)** KCMEI 68.1 points, trust 63.3 points, fair pricing 61.1 points, availability of choice 64.8 points, consumer complaints and damage 97.8 points
 - **(Second hand cars)** KCMEI 62.7 points, trust 56.7 points, fair pricing 56.8 points, availability of choice 59.3 points, consumer complaints and damage 89.9 points

- **(Companion Animal Products)** KCMEI 66.0 points, trust 61.2 points, fair pricing 56.7 points, availability of choice 63.9 points, consumer complaints and damage 94.8 points
- **(Services)** Wedding services, Home renovation and interior decorating, Vets, Postpartum care centers, Mobile phone services were low in that order.
- **(Distribution/Transaction)** Direct purchases from overseas, Delivery apps were low in that order.
- **(Direct purchases from overseas)** KCMEI 65.6 points, trust 60.7 points, fair pricing 65.3 points, availability of choice 63.1 points, consumer complaints and damage 79.3 points

[Table 2] 2024 Korea Consumer Markets Evaluation Indicators (KCMEI) Overall Results

(Unit: points out of 100)

Classification		KCMEI		Trust	Fair pricing	Availability of choice	Consumer complaints and damage ³⁾
			Ranking				
Overall Average (Standard Deviation)		65.7(4.0)	-	61.8(3.8)	58.2(4.1)	60.7(5.3)	92.7(4.9)
Distribution/Transaction	Early-Morning deliveries	71.8	1 st	67.4	65.4	67.4	96.9
Goods	Health foods and supplements	70.3	2 nd	66.3	61.2	66.3	97.7
Goods	Household chemicals	70.2	3 rd	62.6	61.6	68.6	97.7
Services	General hospital treatment	69.7	4 th	66.1	63.0	58.6	97.0
Services	Airline services	69.7	5 th	66.1	60.9	64.7	96.5
Goods	Large household appliances	69.5	6 th	66.2	61.1	66.8	94.7
Distribution/Transaction	Convenience stores	68.7	7 th	64.6	60.6	66.4	97.3
Goods	New cars	68.6	8 th	65.7	60.1	63.4	95.5
Services	Accommodation	68.5	9 th	63.6	58.8	67.0	95.9
Goods	Alcohol drinks	68.1	10 th	63.3	61.1	64.8	97.8
Services	Laundry services	68.0	11 th	63.7	60.8	60.3	93.7
Goods	Electric cars	68.0	12 th	65.6	61.2	62.8	88.2
Services	Commercial sport service	67.9	13 th	62.9	61.1	61.5	94.9

Classification		KCMEI		Trust	Fair pricing	Availability of choice	Consumer complaints and damage ³⁾
			Ranking				
Distribution/Transaction	Second-hand goods	67.7	14 th	59.7	64.0	63.8	95.0
Services	Taxis	67.5	15 th	62.8	58.6	60.7	96.1
Services	Pet insurance	67.4	16 th	66.8	62.0	61.8	85.1
Services	Vehicle insurance	67.1	17 th	62.4	56.9	64.7	97.7
Goods	Fruit	66.9	18 th	64.5	58.7	62.6	94.8
Goods	Furniture	66.4	19 th	61.1	58.8	64.2	94.4
Services	Eating out	66.1	20 th	61.8	56.9	65.0	93.1
Goods	Companion animal products	66.0	21 st	61.2	56.7	63.9	94.8
Distribution/Transaction	Delivery apps	65.8	22 nd	59.9	56.5	63.6	96.0
Goods	Fishery products	65.6	23 rd	60.7	58.8	60.6	94.0
Distribution/Transaction	Direct purchases from overseas	65.6	24 th	60.7	65.3	63.1	79.3
Services	OTT services	65.5	25 th	60.9	56.1	62.7	98.3
Services	Investment consulting service	65.2	26 th	61.3	60.1	57.7	89.3
Services	Realtors	65.2	27 th	60.3	57.7	61.8	92.2
Services	Dentists	65.1	28 th	62.7	56.4	55.2	94.0
Services	Vehicle maintenance and repair service	64.9	29 th	62.5	56.7	56.1	94.5
Goods	Bread	64.8	30 th	63.8	56.8	59.5	92.5
Services	Pet funeral services	64.3	31 st	62.2	58.6	55.8	89.4
Services	All-inclusive removals	63.7	32 nd	60.2	57.6	58.4	85.3
Goods	Mobile phone handsets	63.1	33 rd	58.5	54.2	60.6	93.7
Services	Mobile phone services	63.0	34 th	58.7	54.1	59.2	94.2
Goods	second hand cars	62.7	35 th	56.7	56.8	59.3	89.9
Services	Postpartum care centers	62.5	36 th	60.7	54.2	52.9	90.7
Services	Vets	61.9	37 th	61.5	52.0	52.7	91.4
Services	Home renovation and interior decorating	59.4	38 th	55.6	53.3	52.8	83.9
Goods	School uniforms	54.8	39 th	53.6	48.8	46.3	87.0
Services	Wedding services	50.4	40 th	47.2	44.7	45.7	78.4

Three lowest markets that should be put on warning

3) The higher the consumer score for complaints and damage, the lower the occurrence.

- **(Traffic light analysis)** The results of traffic light analysis of 40 markets across the three categories of Goods, Services, and Distribution/Transaction were as follows: ▲Good (●) 12.5% (5), ▲Insufficient (●) 77.5% (31), ▲Warning (●) 10.0% (4)
- **(Markets on warning)** The 4 markets put on warning are wedding services, school uniforms, home renovation and interior decorating, and direct purchase from overseas.
- **(Good markets)** Early-Morning deliveries, Health foods and supplements, household chemicals, general hospital treatment, airlines.

※ **(Traffic Light Analysis ●●●)** Consumer-oriented traffic light analysis is conducted by comparing each market's score to the average in that category (Goods, Services, Distribution/Transaction) and designated as either 'warning', 'insufficient', or 'good'.

- Improves the **ease of judging individual markets** by visualizing the relative **consumer orientation** level between markets

[Table 3] Traffic Light Analysis for Markets in the Service Sector (Total 21)

(Unit: points out of 100)

Category	KCMEI ⁴⁾	Trust	Fair pricing	Availability of choice	Consumer complaints and damage*
Average for Services	64.9	61.4	57.2	58.8	92.0
General hospital treatment	● 69.7	● 66.1	● 63.0	● 58.6	● 97.0
Airline services	● 69.7	● 66.1	● 60.9	● 64.7	● 96.5
Accommodation	● 68.5	● 63.6	● 58.8	● 67.0	● 95.9
Laundry services	● 68.0	● 63.7	● 60.8	● 60.3	● 93.7
Commercial sport service	● 67.9	● 62.9	● 61.1	● 61.5	● 94.9
Taxis	● 67.5	● 62.8	● 58.6	● 60.7	● 96.1
Pet insurance	● 67.4	● 66.8	● 62.0	● 61.8	● 85.1
Vehicle insurance	● 67.1	● 62.4	● 56.9	● 64.7	● 97.7
Eating out	● 66.1	● 61.8	● 56.9	● 65.0	● 93.1
OTT services	● 65.5	● 60.9	● 56.1	● 62.7	● 98.3
Investment consulting service	● 65.2	● 61.3	● 60.1	● 57.7	● 89.3
Realtors	● 65.2	● 60.3	● 57.7	● 61.8	● 92.2
Dentists	● 65.1	● 62.7	● 56.4	● 55.2	● 94.0
Vehicle maintenance and repair service	● 64.9	● 62.5	● 56.7	● 56.1	● 94.5
Pet funeral services	● 64.3	● 62.2	● 58.6	● 55.8	● 89.4
All-inclusive removal services	● 63.7	● 60.2	● 57.6	● 58.4	● 85.3
Mobile phone services	● 63.0	● 58.7	● 54.1	● 59.2	● 94.2
Postpartum care services	● 62.5	● 60.7	● 54.2	● 52.9	● 90.7
Vets	● 61.9	● 61.5	● 52.0	● 52.7	● 91.4
Home renovation and interior decorating	● 59.4	● 55.6	● 53.3	● 52.8	● 83.9
Wedding services	● 50.4	● 47.2	● 44.7	● 45.7	● 78.4

*The higher the consumer score for complaints and damage, the lower the occurrence.

4) When calculating KCMEI, items are weighted to reflect importance and priority.

[Table 4] Traffic Light Analysis for Markets in the Goods Sector (Total 14)

(Unit: points out of 100)

Category	KCMEI	Trust	Fair pricing	Availability of choice	Consumer complaints and damage*
Average for Services	66.1	62.1	58.3	62.1	<u>93.8</u>
Health foods and supplements	● 70.3	● 66.3	● 61.2	● 66.3	● 97.7
Household chemicals	● 70.2	● 62.6	● 61.6	● 68.6	● 97.7
Large household appliances	● 69.5	● 66.2	● 61.1	● 66.8	● 94.7
New cars	● 68.6	● 65.7	● 60.1	● 63.4	● 95.5
Alcohol drinks	● 68.1	● 63.3	● 61.1	● 64.8	● 97.8
Electric cars	● 68.0	● 65.6	● 61.2	● 62.8	● 88.2
Fruit	● 66.9	● 64.5	● 58.7	● 62.6	● 94.8
Furniture	● 66.4	● 61.1	● 58.8	● 64.2	● 94.4
Companion animal products	● 66.0	● 61.2	● 56.7	● 63.9	● 94.8
Fishery products	● 65.6	● 60.7	● 58.8	● 60.6	● 94.0
Bread	● 64.8	● 63.8	● 56.8	● 59.5	● 92.5
Mobile phone handsets	● 63.1	● 58.5	● 54.2	● 60.6	● 93.7
Second hand cars	● 62.7	● 56.7	● 56.8	● 59.3	● 89.9
School uniforms	● 54.8	● 53.6	● 48.8	● 46.3	● 87.0

*The higher the consumer score for complaints and damage, the lower the occurrence.

[Table 5] Traffic Light Analysis for Markets in the Distribution/
Transaction Sector (Total 5)

(Unit: points out of 100)

Category	KCMEI	Trust	Fair pricing	Availability of choice	Consumer complaints and damage*
Average for Distribution/Transaction Markets	67.9	62.5	62.4	64.9	92.9
Early-Morning deliveries	● 71.8	● 67.4	● 65.4	● 67.4	● 96.9
Convenience stores	● 68.7	● 64.6	● 60.6	● 66.4	● 97.3
Second hand goods	● 67.7	● 59.7	● 64.0	● 63.8	● 95.0
Delivery apps	● 65.8	● 59.9	● 56.5	● 63.6	● 96.0
Direct purchase from overseas	● 65.6	● 60.7	● 65.3	● 63.1	● 79.3

*The higher the consumer score for complaints and damage, the lower the occurrence.

V. Achievements and follow-up measures

1. Achievements and utilization

- **(Achievements)** This study was a **nationwide** survey of **40,000** people, and we presented the results of the diagnosis of consumer market conditions such as **fair pricing**, **availability of choice**, and **trust** as perceived by consumers in a total of 40 markets (across 14 areas in 3 major sectors) to the government, industry*, etc., so that they can be utilized in **policies to improve each market**.

※ We plan to collaborate with KCEA (Korea Consumer-Centered Enterprise Association) on industry sector-specific education next year.

- **(Fair Trade Commission)** We forwarded market analysis data related to new distribution transactions such as direct purchase from overseas to the General Consumer Policy Division as a **policy suggestion** (Consumer Market Research Team-1205), and received a **response**

that they would refer to it in relation to policies for improving the consumer market.

- **(Fair Trade Commission)** We forwarded research and analysis on bread, alcohol drinks, second hand cars, pet supplies, etc., which are closely related to people's livelihoods, to the Market Structure Policy Division as a **policy suggestion** (Consumer Market Research Team-944, 1236, 1237, 1238, 1239), and received a **response** that they would refer to it when making policies to improve consumer markets.
- **(Bread)** Broken down into subcategories, **Franchise bakeries** had an overall KCMEI of 63.4 points, with fair pricing at 54.5 points, availability of choice at 59.0 points, and consumer complaints and damage at 91.6 points. This was 0.1 points–4.2 points **lower** than the equivalent scores for mass-produced bread and independent bakeries.
 - **(Fair pricing)** The score for fair pricing for franchise bakeries was 54.5 points, which was 4.2 points lower than that for mass-produced bread, and 2.8 points lower than that for independent bakeries.
 - **(Trustworthiness of pricing information)** The trust of pricing information for independent bakeries was 62.3 points, which was relatively higher than that of mass-produced bread (60.6 points) and franchise bakeries (58.8 points).
- **(Alcohol drinks)** The source of price information for Alcohol drinks beverages differed between domestic soju and imported whiskey.

- **(Domestic soju)** 84% of consumers checked the price displayed in-store, while 4.0% checked it on the internet, SNS, and bulletin boards.
- **(Imported whiskey)** 64.4% of consumers checked the price displayed in-store, while 26.0% checked it on the internet, SNS, and bulletin boards.
- **(Second hand cars)** The biggest problem in the used car market is “**low trust in brokers due to bait and switch listings and forced sales.**” (33.7%, ranked 1st)
 - **(Problems)** “**Low trust in performance, condition, and inspection records**” (79.6%, 1st+2nd+3rd) and “**Difficulty in price comparison due to lack of transparency in method to calculate prices**” (68.0%) were also identified as major problems.
- **(Companion animal products)** Consumers most frequently cited “**raw material prices**” (33.7%, 1st) as the cause of price fluctuations in the pet supplies market, and suggested that “**stabilization of supply of raw materials**” and “**provision of sufficient price information**” (47.6%, 1st+2nd+3rd) were necessary government policies to stabilize prices in the pet product market
 - Perception that “**provision of sufficient price information**” is necessary increases with age, and is particularly high among those in their **50s** (51.2%), **60s** (51.2%), and **70s** (48.9%), compared to the average of 47.6%.
- **(Ministry of Economy and Finance)** We provided policy data related to the perceived prices of wedding services to the Service Economy Division as a **policy suggestion** (Consumer Market Research

Team-1204, November 15, 2024) and received notice that said data has been **reflected in 「Development Plan for Wedding-related Services」**(Ministry of Economy and Finance Service Economy Division-1138)

- **(Wedding Services)** 88.9% of consumers felt there had been a price increase in marriage services in the past year, which is 21.7% higher than the overall market average of 67.2%.
 - **(Problems)** Typical **problems experienced** by those availing themselves of wedding services include **▲difficulty ascertaining pricing information** when searching for planners, **▲ additional costs incurred** when signing contracts, **▲pressure to pay in cash**.
 - **(Problems experienced during transactions)** When proceeding with a transaction, 78.1% of consumers were encouraged to pay in cash, and 74.1% of consumers were put under pressure to make extra purchases.
 - **(Pressure to pay in cash)** 78.1% of consumers using wedding services were **encouraged to pay in cash**, and 95.9% of those consumers **ended up paying in cash** for things like fitting expenses, and helpers.
- **(Legal System Research Team)** We provided an analysis report on pet-related products and the pet funeral services market, **which was reflected in making the legal system for pet-related markets more consumer-oriented**.
- **(Consumer Orientation Improvement Team)** We provided an analysis report on the **perception of how consumer-oriented policies are**, which will be used next year to **improve consumer-oriented systems**.

2. Follow-up Measures

- **(Ministry of Economy and Finance)** At the request of the Ministry of Economy and Finance for **follow-up policy research**, in 2025 we are planning to conduct a project called **“Research on Issues with the Wedding Services Market and Proposed Measures to Improve it”** (Requested by the Ministry of Economy and Finance, November 20, 2024)
- Continue to conduct policy research in 2025 such as surveys and analyses of the **current status of refund regulations for major items in the wedding services market and consumer satisfaction for selected items** thus cooperating in implementing follow-up measures such as the government’s **“Development Plan for Wedding-related Services.”**
- Plan to continuously reflect the government's **“Measures for advancing Marriage Services Development”** (November 14, 2024, Ministerial Meeting on Economic Affairs), and the **“Measures to Develop Youth-Friendly Services”** (March 13, 2024, Emergency Ministerial Meeting on Economic Affairs)
- **(Basic Plan)** Reflect in the 6th Basic Plan 2024 Comprehensive Implementation Plan Tasks (4-2-2-3. Improving Consumption Conditions Based on Consumer Policy Indicators)
- **(Publicize)** Disseminate achievements through **seminars** and **press releases**



(27738) Korea Consumer Agency, Chungbuk Innovation City, 54 Yongdu-ro,
Maengdong-myeon, Eumseong-gun, Chungcheongbuk-do, Korea

Consumer Market Research Team Email : clik@kca.go.kr

Counseling for Foreigners Tel : +82-43-880-5400 Email : crossborder@kca.go.kr

International Affairs Tel : +82-43-880-5653~5 Email : international@kca.go.kr