

KOREA ENTRY ASSESSMENT – SUMMARY

Mallee & Tide

Australia · Beauty · Body care

*Should Mallee & Tide enter Korea now, through which door,
and can it make money there? Every finding is labelled by how
certain we are.*

Sample document, summary edition. Mallee & Tide is a fictional brand, invented to show the work. The assessment is the output of our standard analysis, with the wording tidied. Any market figures it cites come from our Korean market library.

VERDICT

Test first

MARKET FIT

74 / 100 · Promising

DATE

5 October 2026

PREPARED BY

Brandory Studio

01 The decision

OUR READ · TEST FIRST

Test first. Hold the launch.

There is a credible route through Australian origin, distinctive botanicals and a daily body-care ritual, but Korea has not yet validated the message, price or operating route. Test consumer relevance and execution before committing to launch. **HYPOTHESIS**

WHY NOT GO NOW

Korean buyers' response to saltbush, Kakadu plum and lemon myrtle is untested. There is also no confirmed Korean price, partner or channel model.

WHY NOT WAIT

The brand has a specific origin story, three products and a refillable-packaging angle that can be tested without a full launch.

FIRST ACTION

Run eight Seoul interviews with 25–40-year-old body-care buyers, comparing botanical-led, benefit-led and refill-led messages across the three products.

Not yet: Do not commit to Korean stock, channel listings or an importer contract before the tests establish demand and operating conditions.

02 First customer, and one line

WIN FIRST

Daily body-care buyers in Seoul
Start with 25–40-year-old women and men in Seoul who already treat body care as a daily ritual. Their age and use context fit the current target, but their response to Australian botanicals, refillable packaging and a premium masstige price remains unproven. **INFERENCE**

THE ONE LINE TO TEST

“Australian botanicals for an everyday body ritual.”

This keeps the distinctive origin while making the product relevant to a repeated use occasion. The test should compare it with benefit-led and refill-led alternatives before adoption. **HYPOTHESIS**

03 Can it make money?

No cited Korean product price can anchor the calculation. The commercial case remains open until Korean shelf prices, the brand's landed-cost inputs and a viable partner margin are known. **UNKNOWN**

04 What is still unknown

UNKNOWN	Consumer meaning and purchase intent It is unknown whether Korean buyers understand or trust saltbush, Kakadu plum and lemon myrtle, or whether those ingredients create demand for the body wash, balm or hand cream.
UNKNOWN	Korean price acceptance No Korean selling price or acceptable range is available for any SKU. Premium masstige positioning cannot yet be tested against real alternatives.
UNKNOWN	Partner and channel economics The suitable route among portal shopping, H&B, pharmacies and lifestyle retail is unknown, including partner terms, margin, inventory and minimum-order requirements.
UNKNOWN	Product claims and Korean compliance Product-specific Korean labelling, ingredient review, import documentation and the acceptability of benefit wording have not been checked for these SKUs.
UNKNOWN	Use occasions and message interpretation It is unknown when Korean buyers would use these products, how they interpret coastal simplicity, and which content format builds enough trust to generate reviews or purchase.

What the full assessment adds

- The Korean shelf and price ladder, and the routes in, compared
- The landed-cost ceiling, worked out from prices Korean buyers already pay
- What must be done before the first shipment, item by item, with sources
- A ninety-day test plan with a go and a stop rule for each test
- Korea Market Fit, one page to keep, and a walkthrough session with the team

How to read this document

This is a directional assessment — not a market forecast. Every finding is labelled by how certain it is, and what could not be established is stated as unknown rather than filled in.

CONFIRMED

Directly verified from information the brand provided.

INFERENCE

A reasonable reading of the available information — not an established fact.

HYPOTHESIS

Not yet supported by enough evidence — needs validating.

UNKNOWN

There is no basis to judge this yet — it needs separate research.

Brandory
STUDIO

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