

MSS Selects 188 Companies to Take Korean Consumer Brands Global

The Ministry of SMEs and Startups (MSS), headed by Acting Minister and First Vice Minister Roh Yong-Seok, announced on September 8 that it has selected 188 companies for the 2026 K-Export Strategic Products Program.

The program identifies innovative Korean consumer products with strong export potential and helps them compete successfully in global markets. It responds to growing international demand for Korean beauty and other consumer products, supported in part by the worldwide popularity of Korean culture.

Launched in 2024, the program initially supported products from 30 companies in the beauty and food sectors. Last year, it expanded to include fashion and lifestyle products, selecting another 80 companies to help them reach more markets.

This year, 983 companies applied across the same four sectors: beauty, fashion, lifestyle and food. International consumers and global retail experts evaluated the applicants' products for innovation, international growth potential and competitiveness in target markets. Based on these assessments, 188 companies were selected.

Among the beauty companies selected is PARKET, the company behind the skincare brand 'mixsoon'. Its Bean Essence, made primarily with fermented soybean extract, has helped the brand grow rapidly in the clean beauty market. With an emphasis on pure ingredients, mixsoon already exports to the United States, Japan and Southeast Asia and plans to expand further into Europe and Latin America.

In the lifestyle sector, selected companies include Cocodor, which holds the largest share of Korea's diffuser market, supported by its affordable pricing and wide product range. The company exports approximately KRW 10 billion worth of home fragrance products annually to more than 60 countries. It aims to become a global market leader by drawing on its proprietary fragrance-blending technology and automated production capabilities at its large-scale smart factory in the sector.

The selected companies will receive support tailored to their sectors through partner organizations with established retail infrastructure and international networks. Partners include Olive Young for beauty, Shinsegae Department Store for beauty and fashion, Musinsa for fashion, Gmarket for lifestyle products and Lotte Mart for food.

Companies will also receive priority access to the K-Brand Global Expansion Project and preferential consideration for government export support programs, including export vouchers, assistance with overseas certification, and participation in international trade shows and business-matching events.

"Korean consumer goods, led by K-beauty, are becoming an increasingly important source of export growth," said Shim Jae-Yoon, Director General for Global Growth Policy at MSS. "We will strengthen our support to help the selected products become consumer favorites around the world and showcase the quality of Korean brands."

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