



**M Flavor**solutions

# GOCHUJANG

2023 • FLAVOR INSIGHT REPORT

## OVERVIEW

Usually made with a combination of Korean chili peppers, glutinous rice, and fermented soybean powder, gochujang is a Korean staple. Gochujang is only on a small percentage of restaurant menus, but it is showing 16% growth in gochujang flavored menu items in the past year and 66% growth in the past 4 years. This sweet, spicy, and umami-rich ingredient is popular as a table sauce accompanying Korean dishes, but we are spotting gochujang being used as a marinade, on meatball sandwiches and the New York Times even says it works well in cookies. While gochujang is still gaining popularity with consumers, we are seeing growth in global new product introductions in new categories and regions around the globe. Let's take a closer look at where gochujang is appearing on the menu, in new products, and in social media.



**66% growth in global gochujang flavored new product introductions from 2021-2022.**

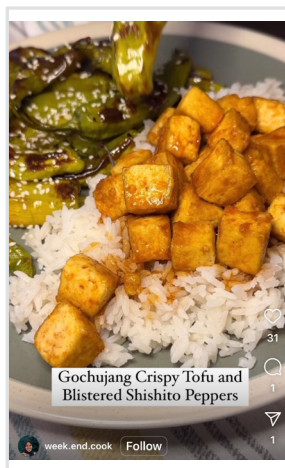
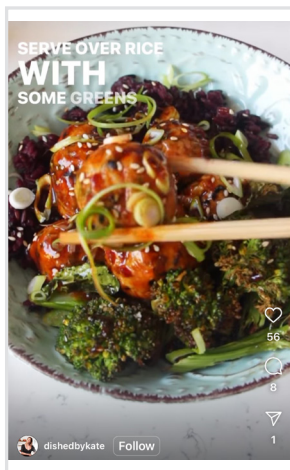
Source: Mintel GNPD

# GOCHUJANG

## Social Listening Summary

While searching for the hashtag gochujang on Instagram, there are more than 200,000 posts. From gochujang garlic bread, Dan Dan noodles with gochujang sauce, and spicy noodles. There are many videos and posts including tips and tricks to incorporate gochujang into recipes.

- @dishedbykate share a recipe for sticky gochujang chicken meatball bowls that are described as easy and tasty and she shares “and if I could drink the glaze I honestly would, it’s that good.”
- @misojenkitchen shares a recipe for gochujang butter eggs which she describes as her “current hyper-fixation meal.”
- @week.end.cook shares a recipe for gochujang crispy tofu and blistered shishito peppers where he cooks the tofu and peppers in the air fryer and top with a light gochujang and sesame sauce.



# 175

GOCHUJANG  
RECIPES ON  
FOODNETWORK.COM

While searching Foodnetwork.com there is 175 recipes featuring gochujang. The majority of recipes use gochujang as a sauce for wings, nachos, tacos, and even meatballs. The most unique recipes include gochujang grilled cheese, gochujang meatball sandwich, gochujang glazed eggplant, and gochujang gazpacho with littleneck clams.

## You're Thinking About Gochujang All Wrong – The New York Times

According to a NYT article in April 2023, gochujang is indeed not a sauce. “In Korean cooking, it’s a foundational ingredient, and just the beginning of an endless assortment of delicious meals.”



“The thing is, gochujang — a mix of glutinous rice, fermented soybeans and gochugaru, the glorious red-pepper powder, among other additives — might be good in a pinch when you’re out and about, and in need of spice, but it’s not quite a sauce. Not in the way Sriracha or Tabasco are, anyway. It’s a jang, a foundational ingredient in Korean cooking, meaning you usually need to add other ingredients to it: Soy sauce, vinegar and garlic are common accompaniments, turning it into a sauce, glaze or marinade. (Swirled with brown sugar and butter, it also works surprisingly well in a cookie.)”



# GOCHUJANG

## ON THE MENU

# 126

GOCHUJANG  
MENTIONS ON  
THE MENU

Source: Datassential

- **16%** growth in gochujang flavored menu items in the past year and 66% growth in the past 4 years.
- **Casual dining** is the top restaurant segment with 60% of all gochujang flavored menu items appearing there.
- **Entrée** is the top menu section with 67% of all gochujang flavored menu items appearing in entrees.



### MENU MENTIONS:

CASUAL DINING: Chicken & Waffle Bites featuring orange brined chicken thighs on a peanut Thai chili waffle and topped with a **gochujang honey syrup** at the Peached Tortilla in Austin, TX.

CASUAL DINING: Sticky Garlic Ribs featuring slow cooked St. Louis rib topped with **gochujang honey glaze**, crispy garlic, scallions at Del Frisco Grille nationwide.

FAST CASUAL: Bulgogi Pizza featuring San Marzano tomatoes, spicy bulgogi shreds, cashew mozzarella, spicy cucumber, pickled carrot and red onion, **gochujang aioli drizzle** and sesame seeds at Virtuous Pie in Portland, OR.

CASUAL DINING: Korean Short Rib Tacos featuring tender braised short ribs on soft corn tortillas, topped with crisp cabbage, shredded carrots, avocado cream, cilantro, shaved radish, and **gochujang taco sauce**, with Asian cucumber salad at Guy Fieri's Vegas Kitchen & Bar in Las Vegas, NV.

## Consumer Awareness of Gochujang

Gochujang is slowly gaining awareness with consumers as it is appearing on more and more restaurant menus. According to Datassential Consumer Preferences, gochujang is in the 22nd percentile among all foods & flavors, meaning consumers love gochujang more than 22% of all other items.

- **22%** know it
- **8%** love or like it
- **12%** have tried it

# GOCHUJANG

## Global New Product Introductions

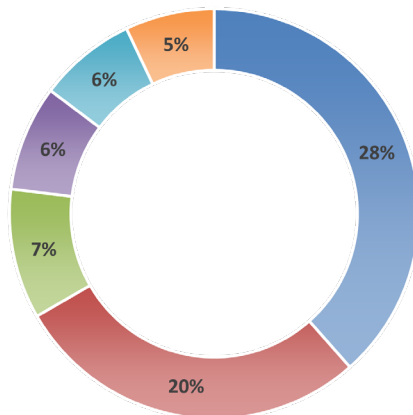
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GOCHUJANG FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

### GLOBAL FAST FACTS:

- **APAC** is the top global region for gochujang flavored new product introductions.
- **Table Sauces** is the top product category globally for gochujang flavored new products.
- **Beef** is the top flavor paired with gochujang.

### TOP GOCHUJANG FLAVORED PRODUCT CATEGORIES



- Table Sauces
- Cooking Sauces
- Meat Products
- Poultry Products
- Prepared Meals
- Meal Kits



**BAE MIN MAMA WOO SPICY GOCHUJANG PORK SOUP:** This ready-to-heat soup includes pork, zucchini, and potatoes with Korea's signature Gochujang chili sauce. | Vietnam



**ASDA EXTRA SPECIAL KOREAN GOCHUJANG HAND COOKED CRISPS:** This product is described as hand cooked for the perfect crunch, Korean gochujang crisps are sweet, spicy and salty with a fermented chili flavor. | UK



**FRANKFUL PUNCHY SALSA GOCHUJANG WITH CHILI & GINGER:** This product is described as made with rescued fruit and veggies, squeezed pulp from apple, orange and tomato. | Sweden

# GOCHUJANG

## North America New Product Introductions

39

GOCHUJANG FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

### GLOBAL FAST FACTS:

- **North America** accounts for 18% of gochujang flavored new product introductions.
- **Table Sauces** is the top product category in North America for gochujang flavored new products.
- **Chicken** is the top flavor paired with gochujang



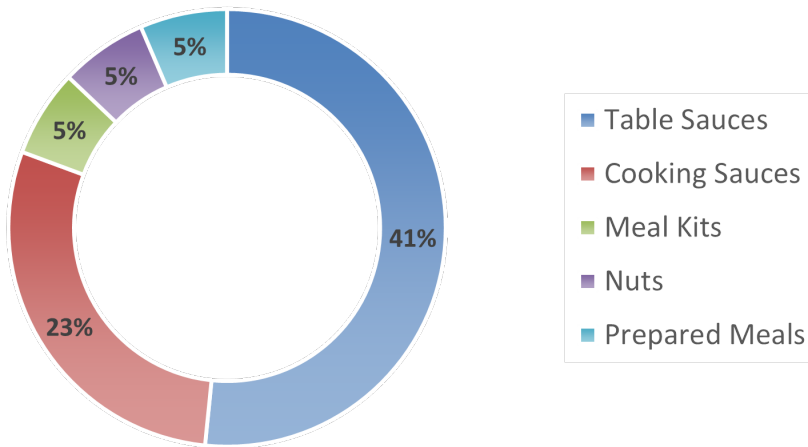
**GOOD & GATHER KOREAN-STYLE GOCHUJANG SAUTÉ PACK:** This meal kit can be cooked in six to eight minutes and comprises cauliflower, broccoli, carrot, green onion, uncured bacon with brown rice and Korean style gochujang chili sauce.

**58%** of consumers responded that they likely or definitely would buy this product, significantly outperforming its subcategory. | US



**PC PRESIDENT'S CHOICE GOCHUJANG SWEET & SPICY CHICKEN BITES:** This product is fully cooked, breaded chicken with a Korean-style red chili paste known as gochujang. | Canada

### TOP GOCHUJANG FLAVORED PRODUCT CATEGORIES



**NATURE'S BASKET PLANT-BASED GOCHUJANG CHOW MEIN:** A blend of zucchini, carrots, broccoli, and red peppers in a sweet and spicy gochujang sauce.

**38%** of consumers responded that they likely or definitely would buy this product, underperforming its subcategory. | US

# THE TAKEAWAYS

*A staple in Korean cuisine, gochujang is continuing to gain consumer awareness. Gochujang is showing growth in new products and on restaurant menus with casual dining as the key restaurant segments with 60% of all gochujang flavored menu items appearing there. On the menu, entrées are the top menu section with 67% of all gochujang flavored menu items appearing on entrée menus. With its sweet, spicy, and umami-rich flavor the options are endless for gochujang—it can definitely bring depth of flavors to snacks, soups, wings, and even sweet and savory desserts. The question is—is gochujang on your Flavor Radar?*



## YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let McCormick Flavor Solutions market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your “what’s next.” Our technical flavor, seasoning and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

Sometimes natural versions of flavors like gochujang can be hard to source. Your flavor supplier partners can help you understand your options, whether it is regulatory implications or the taste impact of alternative characterizing flavors.

From concept to manufacturing, we’re here for you — every step of the way.

Contact your sales representative or chat us up at [www.mccormickflavor.com/en-us/contact-us](http://www.mccormickflavor.com/en-us/contact-us)

### SOURCES:

Mintel GNPD  
Datassential  
Instagram

New York Times  
Foodnetwork.com



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