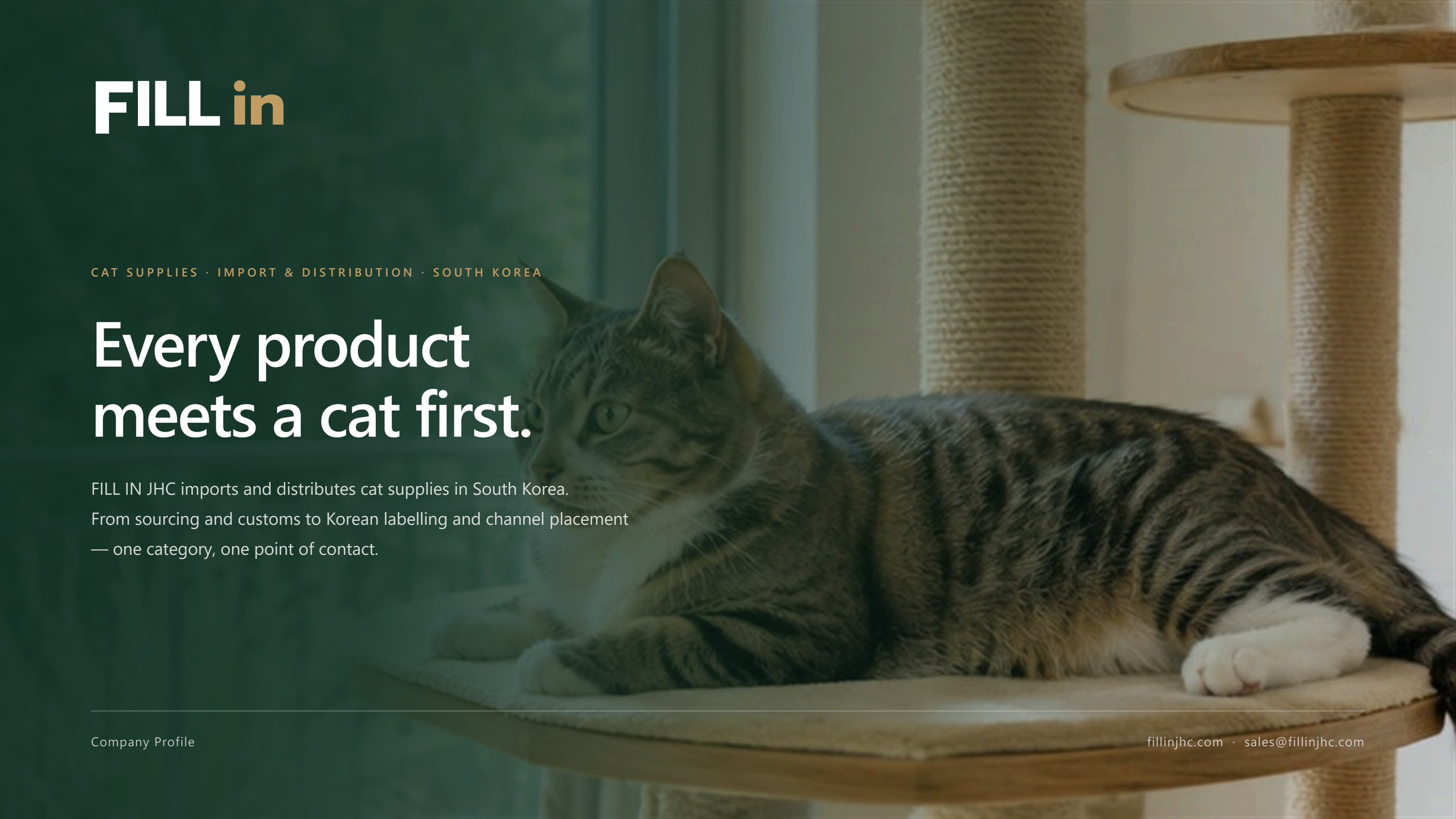
FILL in

CAT SUPPLIES · IMPORT & DISTRIBUTION · SOUTH KOREA

Every product meets a cat first.

FILL IN JHC imports and distributes cat supplies in South Korea.
From sourcing and customs to Korean labelling and channel placement
— one category, one point of contact.



fillinjhc.com · sales@fillinjhc.com

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WHO WE ARE

A cat company.
One category, start to finish.

Food, treats, scratchers, towers and houses:
one species, and the items that species needs.
Keeping the range this narrow is the strategy.

One category only

Staying inside the cat category keeps us sharp on price bands and on the labelling each item runs into.

Checked in a real home

Samples get used before any commitment is made.
The angle of a scratcher, the opening of a house, how hard a treat is: a spec sheet takes you only so far.
A few days of watching takes you the rest.

One point of contact

From the first enquiry through customs and channel listings, the founder handles it.
Whoever heard the first explanation sees it through to the end.

CAT PRODUCTS SOLD	KOREAN CHANNELS WITH SALES	CATEGORY	BASED IN
12	19	Cat supplies only	Sejong, Republic of Korea

THE FOUNDER

“I live with a cat named Chorong.

The reason this company exists isn’t more complicated than that.”

While looking for good things for Chorong, I kept running into products that exist overseas but are hard to find in Korea, or arrive here at a price that makes no sense. Our work is to fill that gap between a brand and its customers.

To brand managers reading this, two commitments.

First, you hear what has been confirmed.
Forecasts and launch dates follow once there is a basis for them.
Second, the product gets used here first.
What my own cat keeps using is what I recommend to a Korean household.



Alex Kwon · CEO, FILL IN JHC

Korea keeps more pets every year. The cat side is where the movement is.

Three shifts matter to a brand looking at this market.
The data is on the next page.

Shift 01

Cats are gaining, dogs are not

Korea has long been a dog market.
That is changing at the margin: the cat population is rising while the dog population has started to fall.
Smaller homes and single-person households push the same way.

Shift 02

Korea already imports pet food at scale

Pet food comes into Korea far faster than it leaves, and has for five years running.
An overseas brand is not an outsider here.

Shift 03

Four channel types, four pricing dynamics

Open marketplaces, pet specialty malls, design-led commerce and hypermarket chains each reward a different price band and package.
Starting in the wrong one is the usual reason a good product stalls here.

What is left to decide is the product.
With the spec, the ingredient list and a sample, we can tell you whether it works here.

The figures behind those three shifts

29.2% of Korean households keep a pet, the highest reading the ministry has recorded. The three shifts below happen inside that figure.

Shift 01

Cats are gaining, dogs are not

2.17M cats in Korea, up 9.2% in a year

5.46M dogs over the same year, down 1.7%

1.37M households live with a cat, up from 1.35M

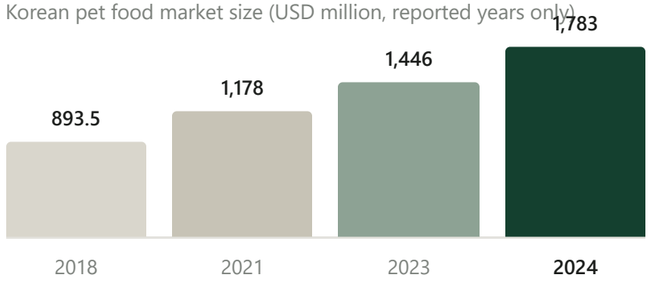
KB Financial Group Management Research Institute, 2025 Korea Pet Report. Year-end 2024 basis, published June 2025.

Shift 02

Korea already imports pet food at scale

2.3× USD 1,642.5M imported against USD 720.2M exported, 2021 to 2025

Korean pet food market size (USD million, reported years only)



Ministry of Agriculture and Korea Customs Service figures, released through the National Assembly agriculture committee, September 2026. The bars plot the four reported years as published.

Shift 03

Four channel types, four pricing dynamics

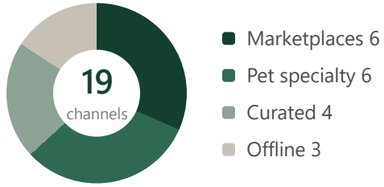
Market statistics

KRW 2.96tn online pet supply sales in Korea, 2025

82.9% of that total went through mobile

National Data Agency, Online Shopping Survey. KRW 2,957.4bn online and KRW 2,453.1bn mobile in 2025, published 1 April 2026. Mobile share worked out from those two figures.

Our own record



Korean channels FILL IN JHC has listed on and sold through. 공개 통계가 아니라 Our own record이고, 13페이지에 채널별로 적어두었습니다.

We handle the Korean paperwork.

Cat products fall under different Korean laws depending on what they are.
Classification comes first, because it decides every step after it.

Feed and treats: import declaration

Cat food and treats count as animal feed in Korea.
Feed importer registration and a declaration for each shipment apply.
Whether an item also needs ingredient registration is checked product by product.

Quarantine and clearance

Feed with animal-derived ingredients is checked against the quarantine scope of the Animal and Plant Quarantine Agency before the import declaration is filed.

Korean labelling

Product name, ingredients, net weight, best-before date, importer, country of origin, and for feed the registration number.
The label goes on before goods are released to any channel.

Supplies: safety requirements

Scratchers, towers, houses and toys are checked against the Electrical Appliances and Consumer Products Safety Control Act to see whether safety confirmation or a supplier's declaration of conformity applies.
Scope varies by item, so each is confirmed separately.

Advertising claims review

Feed and treats may not be advertised as preventing or treating disease.
Detail-page copy and campaign wording get reviewed against category rules before they go live.

Records and traceability

Declaration numbers, lot numbers and label proofs are kept per shipment.
If a channel or an authority asks for the same documents later, we still have them.

Three rules we work by

01

Tested at home before it is pitched

What our own cat actually uses is what goes in front of a customer.
Products whose photos and reality differ get filtered out here, while a container is still a plan.

02

We answer once we have checked

Volumes, timelines and landed costs reach you after they have been checked.
That sometimes means waiting a few days for an answer.

03

Finish one before starting the next

Collecting brand names is easy.
We would rather finish the customs, labelling and channel listings for one brand before taking on the next.

WHERE THIS GOES

In three years, we want to be one of the few names an overseas cat brand writes down when it starts looking at Korea.
Not remembered for size.
Remembered for answering exactly what was asked.

What we take off your desk.

Price and assortment fit

Landed cost, Korean shelf price and carton dimensions get worked out before anything ships.
You find out early whether the product works here and where it fits on price.

Import and Korean compliance

Import declaration, the feed registration and quarantine steps where they apply, and Korean labelling prepared for that product type.
The classification review is written down and shared, not kept in someone's head.

Channel launch and reorder

Listing into the channels that suit the price band, detail pages written to the category's advertising rules, and the reorder cycle once the first listing has sold through.

What you get in writing

Price and assortment fit

The shelf price structure and the carton dimensions behind it

Import and Korean compliance

Classification result, declaration numbers, label proofs

Channel launch and reorder

Sell-through and stock on hand, channel by channel

Your brand is the asset.
Four things we hold to.

We claim only the rights in the agreement

Exclusive, sole or official appears only where a signed agreement puts it.
Terms are settled in writing, brand by brand, after both sides have seen how the product actually performs in Korea.

We publish after you have seen the copy

Detail pages and campaign wording are checked against Korean category rules first, then sent to you.
Health and disease claims are removed before publication, which reduces the risk of corrective action later.

Your documents stay where they are needed

Specifications, formulas and export prices stay between us and the authority that requires them.
Channels receive what a listing needs.

The price band is agreed before the first listing

We set the shelf price band with you before the first listing and watch it afterwards.
A discount war on one open marketplace pulls every other channel down with it, and that damage is hard to undo.

From first email to first reorder.

How long each takes depends on the item type, and the timeline comes after we have seen the product documents.

01

Enquiry and sample

Product documents, specs and a sample.
Ingredient and origin details for feed items.

02

In-use check

The sample is used at home, and competing products and price bands already on Korean shelves get mapped.

03

Terms

Supply price, minimum quantities, incoterms and trading conditions agreed in writing.

04

Regulatory review

How the product is classified under Korean law, which filings and tests are required, and exactly which documents you send.

05

Import and labelling

Declaration and, where it applies, quarantine. Korean labels go on before release.

06

Channel placement

Product registration, detail pages, and each channel's own review process.

07

Operations

Stock and sell-through shared on a cycle, with reorders discussed before they become urgent.

Steps 01 to 04 happen before any money moves. If the regulatory review shows the product cannot be brought to market in Korea, that is the answer you get, and it arrives in writing.

Settled with you

01 Enquiry and sample

Which products we look at, and what you send

03 Terms

Supply price, minimum quantities, incoterms

06 Channel placement

The price band agreed before the first listing

Twelve cat products already sold to Korean households.



Whiskas
Dry food



Temptations
Treats



Nyan Spoon
Wet treats



Nyangsket
Biscuit treats



Good Friend
Wet food



Sof House
Cat tower



Cat Tree
Cat tower



Wood Build
Scratcher



Angle Scratcher
Scratcher



PolPol
Scratching post



Petirang
Scratcher bed



Premiyo Goods
Scratcher house

Food and treats
Regulated as animal feed in Korea. Five of the twelve sit in this group.

Towers and houses
Bulky goods, where carton size decides whether the price works.

Scratchers
Checked against the consumer product safety scope before import.

Sales across 19 Korean channels.

Which channel suits a product depends on its price band and its packaging.

OPEN MARKETPLACES · 6

Broad reach, price-led

- Naver
- Coupang
- 11st
- Gmarket
- Auction
- Kakao Gift

PET SPECIALTY MALLS · 6

Category focus, higher intent

- Fitpet
- aboutPet
- PetFriends
- BITE ME
- CatPang
- Molly's

LIFESTYLE AND CURATED · 4

Design-led, premium bands

- Ohou
- 29CM
- W Concept
- idus

OFFLINE RETAIL · 3

Entered through a vendor, longer lead times

- emart
- Lotte Mart
- Homeplus

Office and warehouse

Two places account for most of what happens between your export price and a Korean customer.



Office

Brand calls, channel meetings and the regulatory paperwork all run from here.
Working hours are 09:00 to 18:00 KST, which overlaps the European morning and the full Japanese business day.

Carton dimensions change the landed cost of a cat tower more than the product price does, which is why they are checked at step 01 rather than after shipping.



Warehouse

Storage runs through a third-party logistics partner.
Goods sit here between customs clearance and the channel order.
Korean labels go on before release, lot numbers are recorded, and stock is checked against what each channel has sold.

E — NEXT STEP

Send six things.
Get a view on Korea.

No meeting is needed first.
With these in hand, we can say where the product sits in this market, and what it would take to get it here.

01 Product specification

02 Ingredient or material list

03 Country of origin

04 Packaging dimensions

05 Your export price

06 A sample

The sample matters most. Korean and English are both fine for the documents.

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