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Research on the Senior Food Industry and Revitalization: focusing on HMR products

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Abstract

As the elderly population is rapidly increasing not only domestically but also globally, convenience foods for the elderly population are receiving attention. Therefore, the senior food market continues to grow rapidly both domestically and overseas. In relation to this, this study seeks to explore convenience food preferences through the growth status of the convenience food market and the demand for convenience food among the elderly population. We would like to consider various factors that influence the increase in convenience food consumption among the elderly population. This study uses meta-analysis and systematic literature research to find ways to revitalize the convenience food market targeting the elderly population. As a result of the analysis, it was mentioned that in order to revitalize the convenience food market for the elderly population, it is important to develop products with high nutritional value, suitable for the physical characteristics of the elderly population, and low price, and to consider convenience and accessibility. Through a multifaceted approach, we aim to increase the need for convenient food products that meet the needs of the elderly population, contribute to improving the health and well-being of the elderly, and further efficiently manage the health of the elderly nationally and globally.

Keyword: Elderly Meal, Home Meal Replacement (HMR), Care Food, Senior Food

Major Classifications : Restaurant Management, Customer Eating-out behavior, Restaurant Marketing, etc

1. Introduction

1.1. Care Food

In Korea, the term care food was first used in the market by CJ Cheil Jedang in 2018 to mean ‘next-generation convenience food (HMR) products for those who need customized food for health reasons.’ (Choi, 2020) defines care food as ‘convenience food (HMR)

targeting consumers who need to adjust their diet due to physical discomfort or health concerns,’ and refers to existing senior-friendly food or patient food. In addition, the scope has been expanded to include the general public of all ages Yoo (2021), Kwon (2022) expands the

concept of care food to senior-friendly food, patient food, and health. It was presented as a comprehensive concept encompassing functional foods and special purpose foods. According to Lee (2020), medifood included in care food is a variety of food that can control health instead of medicine, and is hospital food for preventing and managing metabolic diseases, and is helpful in disease prevention, health promotion, and treatment. It is called a food, and Shin (2021) suggests that it is a processed food that is easy for the elderly and patients to consume and is easy to digest, and that it is a care food that helps chewing and swallowing.

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Table1: Definition of Care Food by definition

Author	Details
Choi (2020)	Care food is 'convenience food (HMR) targeting consumers who need to control their diet due to physical discomfort or health concerns.
Yoo (2021)	Expanding the range to include not only the existing senior-friendly or patient-friendly meals, but also the general public of all ages.
Kwon (2022)	The concept of care food is presented as a comprehensive concept encompassing senior-friendly food, patient food, health functional food, and food for special purposes.
Lee (2020)	Medifood, included in care food, is a variety of food that can control health instead of medicine. It is hospital food for preventing and managing metabolic diseases, and food that is helpful in disease prevention, health promotion, and treatment.
Shin (2021)	It is suggested that it is a processed food that is easy for the elderly and patients to consume and is easy to digest, and is considered a care food that helps chewing and swallowing.

1.2. Aging Growth Rate

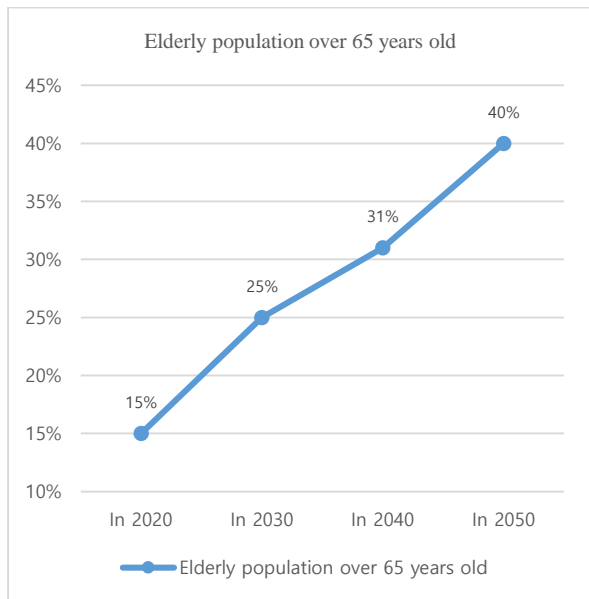


Figure 1: South Korea's 65-year-old population

As of 2020, the elderly population aged 65 or older in Korea is 15% of the total population. The elderly population continues to increase and is expected to enter a super-aging society at 20.5% in 2025. It is expected to reach 25% in 2030, 31% in 2040, and 40% in 2050.

1.3. Care Food Status

As the aging population intensifies, the domestic care food market is expected to grow further. According to food industry statistics from the Korea Agro-Fisheries and Food Trade Corporation, the size of the domestic care food market reached KRW 700 billion in 2014 and more than tripled to KRW 2.5 trillion in 2021. It is predicted that the domestic care food market will exceed 3trillion-wonby2025.

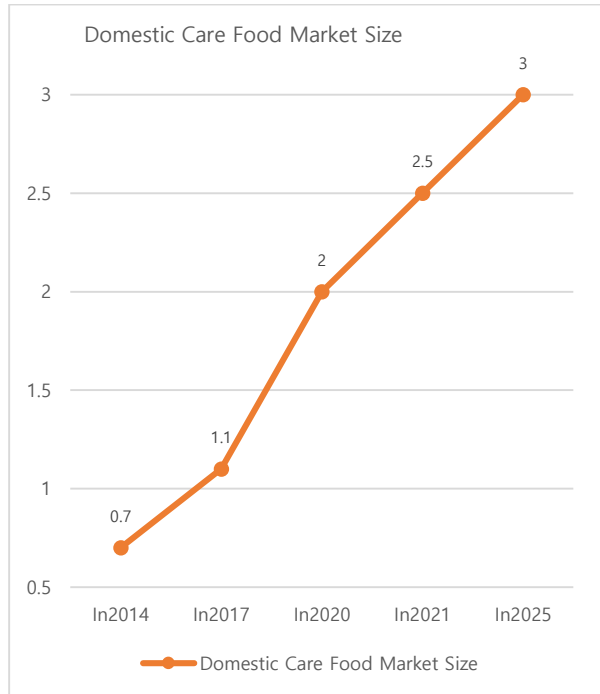


Figure 1: Domestic Care Food Market Size (Source : Food Industry Statistical Information)

2. Research Methods

In this study, we will examine the current status of the care food and senior food industries, market changes due to aging, and ways to revitalize the senior food market. Related papers were referenced using statistical data from the National Statistical Office, the Korean Journal Citation Index (KCI), and Nuri Media (Dbpia), and there were no restrictions on the publication year or period of the paper. In addition, to analyze related papers, papers within major topic categories were finally selected from each database.

3. Summary of Existing Research

Table 2: Revitalization of Care Food by Paper

Author	Thesis Title	Results
Park et al. (2019)	Study of Demands on New Home Meal Replacement Products for Active Silver	It is judged that the cooking method and method of providing food should vary depending on the oral health of the elderly. This is food exclusively for the elderly, and through research on 'portion size - bite size - shape of container and packaging method, etc.', 'food to be provided' was determined. It is judged that 'matching with' will be decided.
Park and Park. (2013)	Overseas status of food for the elderly and Domestic development direction	Since the health status of the elderly is closely related to the amount and variety of food consumed, there is an urgent need to develop food processing technology that can easily chew or swallow the food while maintaining the original shape, taste, and flavor of the food as much as possible.
Kim et al. (2015)	Emerging technology and Institution of Foods for the Elderly	Looking at the product line, it includes the elderly health food group (food for the elderly, diet supplements, etc.), food for home distribution (home service, home care food, etc.), medical food nutrition therapy (diabetic food, low-salt food, kidney disease food, various allergy treatment and response food, etc.) , nursing food/food group to swallow (soft food, food for people with difficulty swallowing, liquid food, thickening agent, emergency food, stored food, food strong care products, etc.), therapeutic food and nutritional control food group (diabetic diet, kidney disease food, infection diet, meal corresponding to patient condition, allergy response meal, seasoning), food service and work materials (meal service consignment, food materials for work use) , food ingredients for small facilities, sweeteners, etc.), kitchen equipment and distribution (kitchen facilities and equipment, tableware, cooking utensils, wiring carts, sanitary materials, etc.), dessert group (desserts for the elderly, sweet foods for nursing, etc.), and meals and In the case of product groups made by pulverizing food ingredients and solidifying them through reprocessing, they can increase the palatability of the food to the elderly and patients in terms of visual aspect.
Chai (2010)	Current Status of Food Production Technology For Aged People	The most serious problem in the diet of the elderly is eating disorders related to mastication and swallowing.
Shin et al. (2016)	Study on Demand Elderly Foods and Food Preferences among Elderly People at Senior Welfare Centers in Seoul	Writing and research when developing food for the elderly There is a need to develop products that are easy to consume, and in particular, there is a need to develop foods with controlled physical properties that make meat and seafood, which are protein sources, easy to consume. Additionally, when developing senior-friendly products, products should be developed using moist heat cooking methods rather than oily foods.
Kim et al. (2017)	Senior-friendly Food Market and Its Vitalization	As the age of the elderly increases, the intake of energy and the three major nutrients decreases, and the problem of insufficient/imbalanced nutritional intake for most nutrients appears to be serious. This is believed to be due to a decrease in food expenditures and intake. Elderly people tend to eat soft foods as much as possible (39.0%) or chew them as thoroughly as possible (40.7%). The proportion of elderly people experiencing discomfort due to decreased masticatory and swallowing functions is also high at 37.9% and 59.6%, respectively.
Back (2017)	Trends in senior-friendly home-cooked alternative foods	Consumers are expanding the use of HMR products due to economic feasibility, convenience, and simplicity. Additionally, there is a desire to cook and eat diverse and delicious meals at home. With the introduction of new food culture, the HMR market has formed a new market and continues to grow. There are also changes in the consumption values of today's consumers. They look for products with high cost-effectiveness, where simplicity is basic and value quality and taste relative to price.

Park et al. (2018)	Food Industry Perceptions Survey Regarding the Standardization of Senior-Friendly Food.	Expand the market size of senior-friendly food, which is continuously growing. In order to promote healthy development, the introduction of a senior-friendly food certification system and related consultative body. Various measures such as construction, standard preparation, and expansion of R&D investment are being proposed. It will have to be done.
Lee (2015)	Recent sensory and consumer studies for the development of texture modified foods for elderly.	Aging society not only in Korea but also around the world. Economic and social changes following the entry into is a reality, and all sectors of society are preparing for it in advance. And you will have to prepare. Even in the food industry, Senior-friendly food market as an opportunity factor due to aging. We are paying attention to the growth of But currently The market is not being formed and some factors are increasing. Zeman is commercially available. with various characteristics in the future The market for food products with improved physical properties and nutrition will increase rapidly. It appears that Japan's nursing care ceremony is a representative example. can do. In the case of Korea, based on Korean food, Because it has different ingredients and cooking characteristics from Japan, Product development is needed to suit the needs. successful products The needs of older consumers with various characteristics for their feet Accurately identify the ingredients and cook accordingly A method must be selected, and Sensory tests and preference surveys are also systematic and scientific. It will have to be carried out based on experimental design.

4. Conclusion and Implications

Through this study In order to revitalize the growing elderly population and the correspondingly increasing elderly convenience food market, it was first and foremost important to have a texture suitable for the elderly's physical characteristics, such as their dental condition and digestion speed. And secondly, it is highly nutritious and inexpensive. In addition, consumers should be made aware of the existence of care foods, that is, convenient foods for the elderly population, and accessibility should be considered so that they can be easily accessed. This suggests that in order to improve the healthy quality of life and welfare of the elderly at the national level, administrative efforts are needed to improve the nutritional knowledge of the elderly by providing nutritional education programs and to enable the elderly to purchase and access convenience foods. Additionally, at the corporate level, the existence of senior food must be made known through sufficient marketing promotion, and the development of customized services so that seniors can easily access and purchase it.

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