



Ministry of Agriculture,  
Food and Rural Affairs

## PRESS RELEASE

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### FOR MORE INFORMATION

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# **A Food Discount Coupon through the Use of Public Food Delivery Applications Promotes Economic Recovery and Reduces Economic Burdens of Households and Small-sized Business Owners**

**Sejong, 1 October 2025** — Starting from 1 October, the Ministry of Agriculture, Food and Rural Affairs (MAFRA) will provide a coupon worth KRW 5,000 per person for using public food delivery applications. Public food delivery applications mean food delivery applications run by local governments to support small-sized business owners by offering lower commission rates than applications run by private companies, as well as to revitalize local economies by connecting such applications to local currencies.

This policy aims to alleviate the economic burdens of households and promote the food and beverage industry, with the Chuseok holiday period going to start on the first week of October. The policy also aims to help restaurant owners and franchisees reduce their burden for paying higher commissions for using delivery applications of private companies.

The government's project worth KRW 65 billion has been in place since 10 June 2025. According to the data added up until 21 September, the number of food delivery orders placed and the payments made via public food delivery applications more than tripled from the same period a year ago. The market share of the applications and the number of monthly active users (MAUs) increased from the previous year as well.

Specifically, over a period from 10 June to 21 September 2025, the number of food delivery orders placed via public food delivery applications increased to 13,451 in 2025, up by 219.5% from 4,210 in 2024. Over the same period, the payments made via the applications increased to KRW 345.1 billion in 2025, up by 237.1% from KRW 102.4 billion in 2024.

The market share of public food delivery applications increased to 8.6% in August 2025 from 4.6% in December 2024. The number of monthly active users increased to 3.72 million persons in August 2025, up by 38.8% from 1.72 million persons in December 2024.

Starting from 1 October, a discount of KRW 5,000 will be provided for users who place an order for delivery of food worth KRW 20,000 or more via public food delivery applications. This measure is expected to give benefits to a wider number of people and help promote economic recovery driven by an increase in

consumer spending on food and beverages.