

K-Rom-Com's Comeback: Why Light & Sweet Is Winning Again

This article signals a clear market shift: audiences fatigued by dark, hyper-realistic dramas are returning to light, fast-paced romantic comedies—an insight that helps content exporters forecast global demand for comfort-viewing K-romance formats.

❑ **9% Ratings Prove Old-School Romance Still Works**

- SBS's "Would you Marry Me?" closed at 9.1% nationwide, outperforming competitors like tvN's "Typhoon Family" by leaning into familiar rom-com
- The drama revived early-2000s-style romantic storytelling through fake marriage setups, opposites-attract chemistry, and sealed happy endings

❑ **Netflix Loves Clichés (When Done Right)**

- SBS's new rom-com "Dynamite Kiss" hit 6.3% by episode 4 while debuting at No. 3 globally on Netflix, proving classic tropes still drive international traction
- The show delivers gold-spoon hero meets Cinderella dynamics with an early-episode kiss that accelerates emotional payoff

❑ **Audiences Are Exhausted—Literally**

- Viewers are flooding comment sections with pleas for dopamine, no more suffocating plots, signaling fatigue with intense genres
- Heavy titles like "As You Stood By" and "Dear X" left audiences emotionally drained, making rom-coms the antidote viewers actively seek for stress relief

❑ **Even A-Listers Want Fun Again**

- Top actors are selecting rom-coms for their next projects, citing the need for lighter, age-appropriate roles after emotionally taxing works
- Industry insiders note Korean drama history follows cyclical patterns—romance, thriller, fantasy rotating in waves

Source

Yonhap News Agency (2025.11.23) <https://www.yna.co.kr/view/AKR20251123015500005>