



Wine Intelligence South Korea Wine Market Landscapes Report 2011



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This report is part of the Wine Intelligence Landscape report series, providing detailed and up-to-date market and consumer insights for key international wine markets: the essential market strategy planning tool.

South Korea Wine Market Landscapes Report

“Everything has its beauty,” Confucius said, “but not everyone sees it.” This statement perhaps holds true for the wine market in South Korea, a country where the Chinese philosopher is still revered. There is excited talk about the opportunities awaiting ambitious wine exporters in places like Brazil, China and India, but South Korea has not always had the same kind of attention from the international wine industry.

This is a shame, because the country has already enthusiastically embraced wine culture and has a young wine consuming population with a thirst for more knowledge. Imported wine may be expensive, but it’s also regarded as a sociable, fashionable and even healthy drink. (...)

Graham Holter, Associate Director, Wine Intelligence

Sunjoo Choi, Marketing Manager, Dayoo Wine

Excerpt from Wine Intelligence South Korea Landscapes report introduction



- Measures in this section correspond to actual wine consumption figures. This means sales into the trade (on-premise + off-premise)
- The IWSR visits each market each year. Discussions are held with key local experts in the market including importers, producers, grey market operators, duty free operators, and supermarket/hypermarket buyers
- All volume data is given in thousand 9 Litre cases

Definitions	
Wine = Still light wine + Sparkling + Fortified + Light apperitifs (vermouth...) + Other (rice wines...)	} Sub-categories



Research methodology: Vinitrac[®] South Korea online survey



- The data for this study was collected in July 2010
- Data was gathered via Wine Intelligence's Vinitrac[®] online survey, with a sample of 1,050 South Korean imported wine drinkers
- Respondents were required to drink imported grape-based wine at least once per year
- The 2010 data was post-weighted to be representative of South Korean imported wine drinkers in terms of age, gender, region and income.
- The survey is representative of South Korean imported wine drinkers in terms of age, gender and division of residence

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