

Report Brochure

wine
intelligence

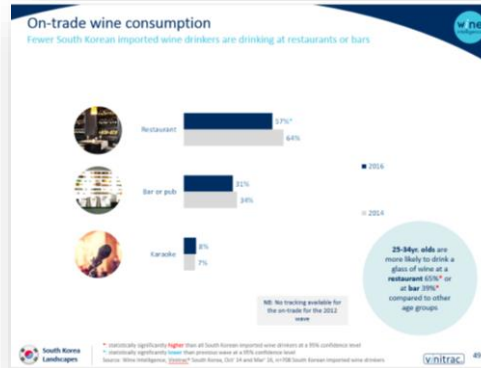


THE SOUTH KOREAN WINE MARKET
LANDSCAPE REPORT
JUNE 2016

REPORT PRICE • GBP 2,500 • AUD 5,250 • USD 4,000 • EUR 3,500 • 5 Report Credits



Report price



Top 20 brands purchased in the past 3 months

Rank	Brand	2024	2023
1st	1865	14%	13%
2nd	Yellow Tail	11%	11%
3rd	Montes Alpha	10%	10%
4th	Castilla de Duillo	10%	10%
5th	Villa Maria	9%	11%



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Price also includes supporting data in Excel

(All Vinitrac® questions with cross-tabulations by gender, age and monthly income)

82 page PowerPoint report



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Excerpts from the introduction



“The aftermath of the Korean War left South Korea as one of the poorest countries in the world. Yet the country would not remain so for long – since the 1960s, South Korea has had one of the fastest growing economies and today is one of the most developed countries in Asia. Similarly to China, economic success has led to a burgeoning middle class and a subsequent rise in personal income has resulted in increased purchasing power. One of the industries to benefit directly from this has been the imported wine sector which, over the past 5 years, has experienced an 8% CAGR in still light wine consumption. Many predict this consumption will continue to grow as South Koreans take a greater interest in wine and are becoming more adventurous with their wine choices.”

“Another apparent trend amongst South Korean imported wine drinkers has been a change in their buying behaviour. After the economic crisis, fewer imported wine drinkers are choosing to drink in the on-trade as there is an increased availability of wines in the off-trade and at better prices.”

“Though an emerging wine market with potential to expand – the number of drinkers is relatively high but the per capital consumption is very low, even among those who drink wine – South Korea is not without its challenges. A complex tax structure leads to extremely expensive wines.”

“What is certain is that the younger generations will drive consumption trends over the coming years as they become more intrepid in their beverage repertoire compared to the older generations, and that the imported wine market will continue to grow in South Korea.”



- The data for this survey was collected in South Korea in October 2012, October 2014 and March 2016
- Data was gathered via Wine Intelligence's Vinitrac[®] online survey:
 - 716 South Korean imported wine drinkers (October 2012)
 - 708 South Korean imported wine drinkers (October 2014)
 - 1,000 South Korean imported wine drinkers (March 2016)
- Respondents were screened to ensure that they drink wine at least twice a year; drink red, white or rosé wine; and buy wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of South Korean imported wine drinkers in terms of age and gender

How does Vinitrac® work?

1) Defining the right samples: how many wine drinkers are there in each market?

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market among all adults in order to define demographic specifications of the wine consumers and the size of the market (i.e. penetration of wine consumption)

2) Running the online survey: Targeting the right consumers

- Invitations to participate in an online survey programmed by Wine Intelligence are then distributed to residents in each market
- Respondents are directed to a URL address, which provides access to the online survey
- Based on given criteria (e.g. age, beverage, frequency of wine consumption) respondents will either proceed or screen out of the survey
- Wine Intelligence monitors completed responses to build samples representative of the target markets' wine drinking population based on the most recent calibration study

3) Cleaning the data: Achieving a valid sample

- When a representative sample is logged, the survey is closed
- Wine Intelligence will then clean out all invalid data points (e.g. those who sped through the survey or gave inconsistent answers to selected questions) and weight the data in order to ensure representability

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Format: 82 page PowerPoint (PDF) + supporting data table (Excel)

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