
FLAVOUR AND VARIETAL PREFERENCE IN THE SOUTH KOREAN MARKET

March **2018** Report

A circular logo with a light blue background. The word "wine" is written in a lowercase, sans-serif font with a white dot over the 'i'. Below it, the word "intelligence" is written in a smaller, lowercase, sans-serif font. The background of the slide is a blurred image of several wine glasses filled with different types of wine, including red and white, arranged in a row on a table.

wine
intelligence

Flavour & Varietal Preference in the South Korean Market 2018

Market 2018

Report overview



The Flavour & Varietal Preference in the South Korean Market 2018 report includes:

- Report with the latest information regarding the flavour and varietal preference in the South Korean wine market, supported by:
 - Wine Intelligence Vinitrac®
 - Wine Intelligence market experience



FLAVOUR AND VARIETAL PREFERENCE IN THE SOUTH KOREAN MARKET

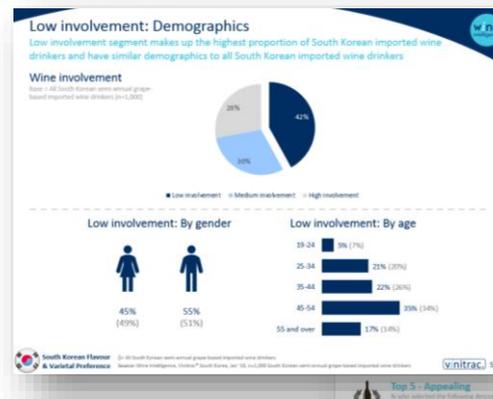
March 2018 Report



Report price:

GBP 1,000
USD 1,400
AUD 1,800
EUR 1,200

2
report
credits



*All prices exclusive of VAT, GST, or relevant local sale taxes at the current rate

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The **Flavour and Varietal Preference in the South Korean Market 2018** report is a useful guide for producers and wine companies who wish to gain insight into the varietal preference as well as the preference of style and flavour descriptors for both white and red wine amongst drinkers of imported wine in South Korea.

For this study, we have divided common wine descriptors into two groups; style descriptors and flavour descriptors. Style descriptors express the general structure and body of a wine, whether it is 'crisp', 'fresh', 'juicy' or 'bold'. Flavour descriptors are those that describe more specific wine characteristics such as 'tropical fruit' or 'blackberry'.

When it comes to white wine, South Korean white wine drinkers have two firm favourite white grape varieties: Chardonnay and Sauvignon Blanc. They prefer descriptors that suggest a wine which is fresh and with a fruit-forward character. For red wine, Cabernet Sauvignon is by far the most favoured and consumed out of all the red grape varieties tested. Those who drink red wine also tend to prefer descriptors that indicate a fruit-forward and rich style of red wine. For both red and white wine, only a small percentage of South Korean drinkers of imported wine find descriptors that denote wine ageing, such as oaky, appealing.

Data collection:

- The data for this report was collected in Jan '18 in South Korea
- Data was gathered via Wine Intelligence's Vinitrac® South Korea online survey and is representative of all South Korean semi-annual grape-based imported wine drinkers:
 - 1,000 South Korean semi-annual grape-based imported wine drinkers (January 2018)
- Sampling: quotas-based; quotes were defined in terms of age and gender

Screening criteria:

- Respondents were required to drink grape-based imported wine at least twice a year, to drink at least red, white or rosé wine and to buy wine in the off-trade and/or in the on-trade

Data processing:

- Invalid responses (those who completed the survey too quickly, or who “straight-lined” through selected questions) were removed from the sample

How does Vinitrac® work?

1) Defining the right samples:

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market 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:

- 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:

- 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: 60-page PowerPoint (PDF)

Purchase online: <http://www.wineintelligence.com/product-category/report-type/flavour-varietal/>

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