

SOUTH KOREA: COVID-19 IMPACT REPORT

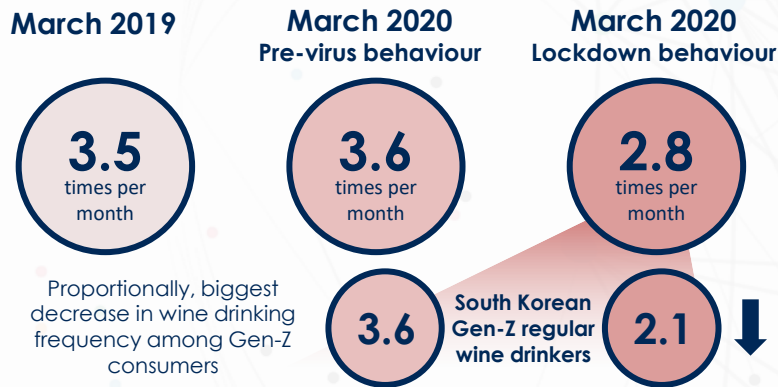
Issue #1, June 2020



HOW SOUTH KOREAN CONSUMERS' SOCIAL, SHOPPING, DRINKING AND WINE LIVES HAVE AND WILL BE CHANGED

AVERAGE NUMBER OF WINE DRINKING OCCASIONS AMONG SOUTH KOREAN WINE DRINKERS

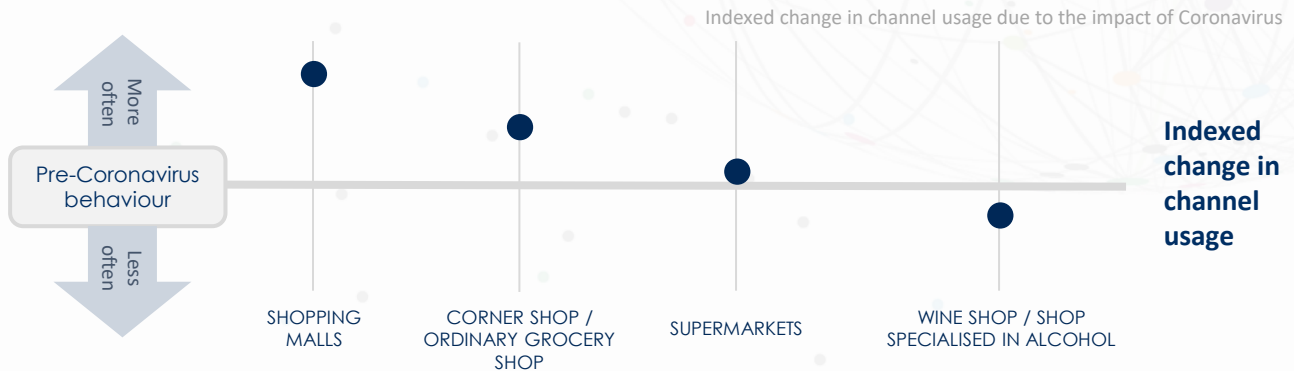
Wine consumption levels in South Korea were relatively stable prior to the Covid-19 pandemic, however, average consumption frequency has declined significantly since virus restrictions were put into place



Source: Wine Intelligence Vinitrac® South Korea, Mar '20 (31st March 2020 – 13th April 2020), n=1,000 South Korean semi-annual imported grape-based wine drinkers

CHANGE IN CHANNEL USAGE

South Korean wine consumers have increased their usage of accessible channels including shopping malls and corner shops, but decreased usage of specialised wine shops



Source: Wine Intelligence Vinitrac® South Korea, Mar '20 (31st March 2020 – 13th April 2020), n=1,000 South Korean semi-annual imported grape-based wine drinkers

PER BOTTLE SPEND ON WINE DURING LOCKDOWN

Off-trade spend on wine during the virus impact declined across all occasions, with the exception of a slight increase on spend per bottle for a gift

Indexed change in spend on wine drinking at each occasion during lockdown impact
Base = Those who drink wine on each occasion at least once per year

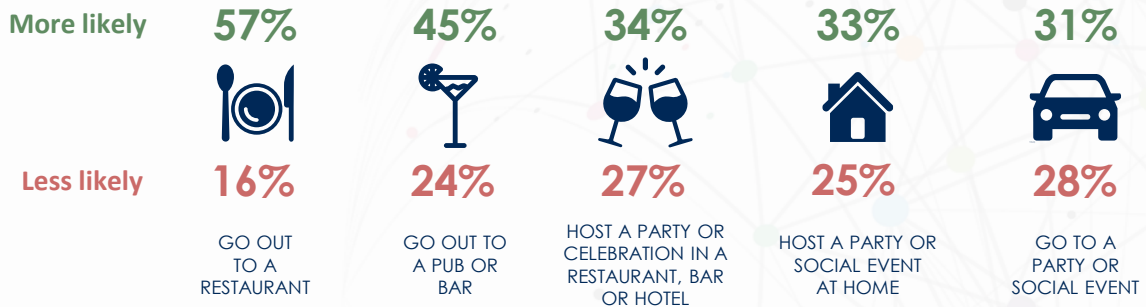


Source: Wine Intelligence Vinitrac® South Korea, Mar '20 (31st March 2020 – 13th April 2020), n=1,000 South Korean semi-annual imported grape-based wine drinkers

ANTICIPATED FUTURE SOCIALISING POST LOCKDOWN

Consumers are broadly much more optimistic than other markets about what they will do once the virus danger has passed – particularly the intent to visit restaurants

% who are more or less likely to do the following activities when the danger of Coronavirus has passed and normal activities are permitted
Base = All South Korean semi-annual imported grape-based wine drinkers (n=1,000)



Source: Wine Intelligence Vinitrac® South Korea, Mar '20 (31st March 2020 – 13th April 2020), n=1,000 South Korean semi-annual imported grape-based wine drinkers

ANTICIPATED FUTURE PRIORITIES

South Korean drinkers anticipate prioritising indulging themselves such as travel, food and better quality wine, whilst reducing the likelihood of 'big' purchases such as property and cars

Indexed change in priorities for the following activities once the danger of Coronavirus has passed



Source: Wine Intelligence Vinitrac® South Korea, Mar '20 (31st March 2020 – 13th April 2020), n=1,000 South Korean semi-annual imported grape-based wine drinkers

ABOUT THE REPORT

Built using data collected in April 2020, this report features insights from 2019 and 2020 pre, during and predicted post lockdown behaviour including

- Changes in purchase and consumption of alcohol beverage categories
- Changes in wine drinking frequency and spend by occasion
- Wine purchase channel change – featuring profiling of 'new' online wine purchasers
- Lifestyle behaviours during and predicted-post lockdown, including future priorities
- New attitudinal segmentation analysis

OTHER COVID-19 IMPACT REPORT MARKETS:

Australia, US, UK, Portugal, France, China, Canada, Sweden, Japan, Netherlands, Germany

CONTACT WINE INTELLIGENCE:

reports-shop@wineintelligence.com
www.wineintelligence.com



PRICING:

With data table:
2,000 GBP | 2,600 USD | 3,800 AUD | 2,400 EUR
4 credits

Without data table:
1,500 GBP | 2,000 USD | 2,900 AUD | 1,800 EUR
3 credits

Small business, first time buyer and academic discounts available