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South Korea

Wine Landscapes 2022



PRICING

Report Price:

GBP 4,500
AUD 9,000
EUR 5,400
USD 6,300

Report
length:
116
pages

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Research methodology

QUANTITATIVE

Data has been collected in South Korea since 2012

The following waves April 2022 were tracked against July 2017 and October 2019

Data was gathered via Wine Intelligence's Vinitrac® online survey

Respondents were screened to ensure that they were 19-64 years old; drank imported grape-based red, white or rosé wine at least twice a year; and bought 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 semi-annual imported grape-based wine drinkers in terms of age and gender

The distribution of the sample is shown in the table

	<i>n</i> =	Oct-12	Oct-16	Jul-17	Oct-19	Mar-20	Mar-21	Apr-22
Gender	Male	55%	49%	51%	46%	46%	46%	50%
	Female	45%	51%	49%	54%	54%	54%	50%
	Total	100%	100%	100%	100%	100%	100%	100%
Age	19-24	4%	5%	7%	11%	11%	11%	6%
	25-29	24%	8%	9%	8%	8%	8%	7%
	30-34	22%	12%	11%	9%	9%	9%	9%
	35-39	12%	15%	12%	13%	13%	13%	11%
	40-44	13%	15%	13%	11%	11%	11%	12%
	45-49	9%	16%	17%	16%	16%	16%	14%
	50-64	14%	30%	31%	31%	31%	31%	41%
Total	100%	100%	100%	100%	100%	100%	100%	

Source: Wine Intelligence, Vinitrac® South Korea, October 2012 - April 2022 (n = ≥ 716) South Korean semi-annual imported grape-based wine drinkers

Research methodology

QUALITATIVE

Market interviews were conducted with five experienced industry professionals in the South Korean wine trade in 2022.

Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing.

The four interviewees were wine-industry professionals working within the market in the following different roles:

- Wine distributor
- Wine Importer
- Wine Marketer
- Market Analyst



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Wine Intelligence London (Head Office)

Nutmeg House
60 Gainsford Street
London
SE1 2NY

Telephone: +44 (0)20 8194 0090
Email: info@wineintelligence.com
Website: www.wineintelligence.com

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