

Wine in South Korea

Market Direction | 2022-06-29 | 33 pages | Euromonitor

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Report description:

The average unit price of takju increased in the aftermath of tax hikes and inflation. In April 2021, leading player Seoul Takju Association raised the price of Jangsu Makkeoli by KRW120, resulting in the retail price at convenience stores reaching KRW1,600. In July, premium takju player Bae Brewing Co increased the price of Slow Village Makgeolli by 17.2% from KRW2,900 to KRW3,400, and another takju player, Kooksoondang Brewery Co Ltd, increased the price of its Saeng Makkeoli by 25%. Takju is...

Euromonitor International's Wine in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wine market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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EXECUTIVE SUMMARY

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