

# Wine in South Korea

June 2024

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## Wine in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shifting tastes lead to waning sales of wine  
Traditional preferences, and the resurgence of cheongju  
The dynamic growth of new makgeolli brands

#### PROSPECTS AND OPPORTUNITIES

Strategic recovery in the on-trade, and innovative wine offerings  
Continued popularity of and demand for traditional liquors

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Retailing developments  
On-trade vs off-trade split

What next for alcoholic drinks?

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