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Report Highlights:

Following a surge during COVID-19, the Republic of Korea's (ROK) wine imports have stabilized over the past several years. The United States holds the second-largest market share of wine imports at \$77 million in 2024.

Summary

The home-drinking trend during the pandemic sparked a surge of interest in wine among Korean consumers. Since then, their preferences have continued to diversify. The Republic of Korea's (ROK) wine market has become increasingly polarized, with one segment drawn to premium wines and another gravitating toward more affordable options. Red wine remains the preferred choice of wine holding 53 percent of the total market while interest in white and sparkling wine is growing. In 2024, the ROK's total wine imports reached \$462 million. The United States holds the second-largest market share at roughly 17 percent, with exports primarily consisting of red and white wines, along with a growing share of sparkling wine. Top competitors include France, Italy, and Chile. Other alcoholic beverages such as whiskey also pose strong competition for the wine market.

A more comprehensive overview of the wine market can be found in the attached report.

Attachments:

[Korea Wine Market Brief 2025.pdf](#)