

**Voluntary Report** – Voluntary - Public Distribution

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**Country:** Korea - Republic of

**Post:** Seoul ATO

**Report Category:** Wine

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**Report Highlights:**

The Korean wine market continues to expand as consumers look for high quality, lower alcohol beverages. NOTE: Market Briefs are a series of shorter, graphically friendly reports developed by ATO Seoul. They are designed to give potential exporters a quick overview of the market. We welcome feedback on the new format at [atoseoul@state.gov](mailto:atoseoul@state.gov).

**Please see the attachment for the report.**

**Attachments:**

[Korea Wine Market Brief.pdf](#)