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Report Name: Korea Whiskey Market Brief

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Report Highlights:

South Korea's whiskey imports experienced a compound annual growth rate (CAGR) of 17.1% in value from 2020 to 2024, totaling \$249 million. The United States ranked as the second-largest supplier of whiskey to Korea, following the United Kingdom.

Summary

Whiskey has emerged as a significant segment within Korea's alcoholic beverage market, ranking as the second-largest imported alcoholic beverage overall and the top imported distilled spirit by value – reaching \$249 million in 2024. In volume terms, whiskey imports totaled 27,441 tons in 2024, reflecting a CAGR of 15% since 2020. Unlike beer and soju, where domestic producers dominate, imported products lead the distilled spirits category. The United States is Korea's second-largest supplier of whiskey, with exports reaching \$24.4 million in 2024 and recording a CAGR of 42.7% from 2020 to 2024. The popularity of American bourbon whiskey continues to rise due to its reputation for premium quality and variety, with a wide array of American whiskey available in the Korean market. This trend is further supported by the growing appeal of whiskey among younger Korean consumers who associate it as a symbol of luxury and status.

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

Attachments:

[Whiskey Market Brief 5.19.2025.pdf](#)