

Understanding Occasion Behaviours in South Korea On Premise





OPUS



What is it?

The On-Premise User Study is an incredibly rich resource of On-Premise data and insights that provide clients all the core insights to understand what consumers are doing in the On-Premise and why.

OPUS is a consumer survey of nationally representative On-Premise consumers within each market, surveyed online twice a year about their out of home experience and usage.

Sample: South Korea = 8,000 consumers per year (4,000 surveyed in December and August)

What does it do?

OPUS gives you the power to understand the ever-changing relationship between consumers, brands, categories and channels through a single source.

OPUS enables insight driven decisions to help sales conversations, national account teams, brand and marketing teams, activations, etc. all designed to help you drive sales and grow share.



Given that visitors frequent the On-Premise for a myriad of occasions, fostering venue versatility to seamlessly adapt to different purposes will not only broaden appeal but also establish a more lucrative business model

Which of the following occasions would you typically go out for and have drinks?

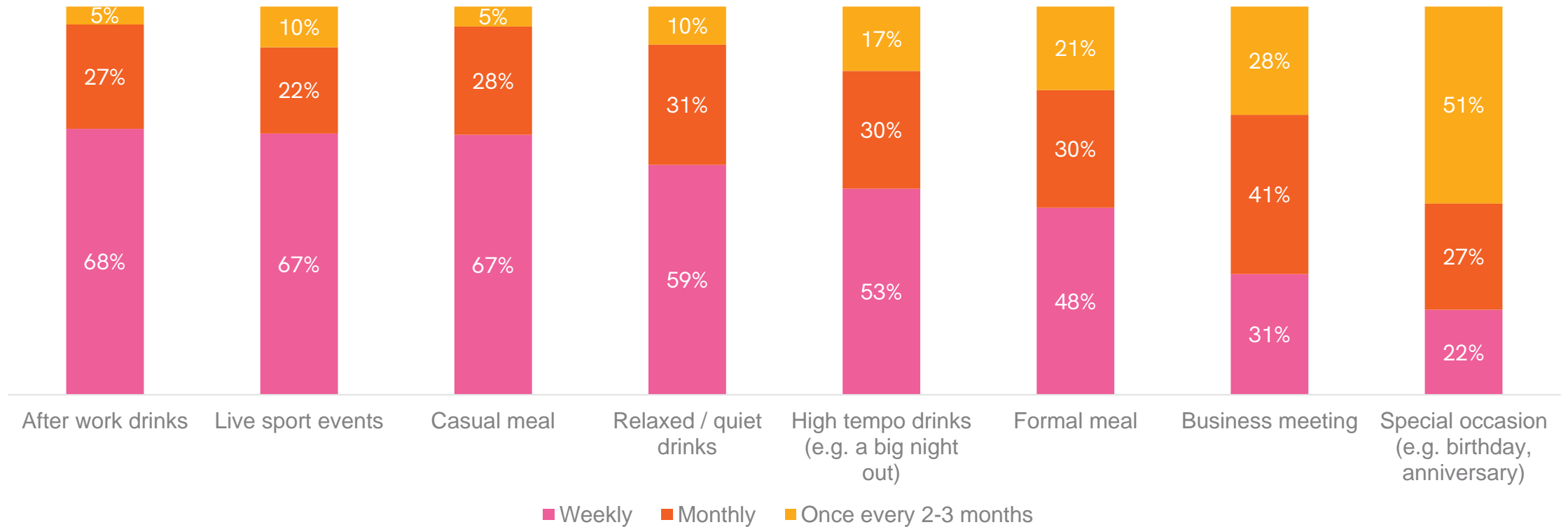


Source: CGA OPUS South Korea September 2023, sample size: 4011



Given that two-thirds of visitors for after-work drinks, live sports events and casual meals on a weekly basis, it is important for brands to delve into the typical behaviours associated with these occasions

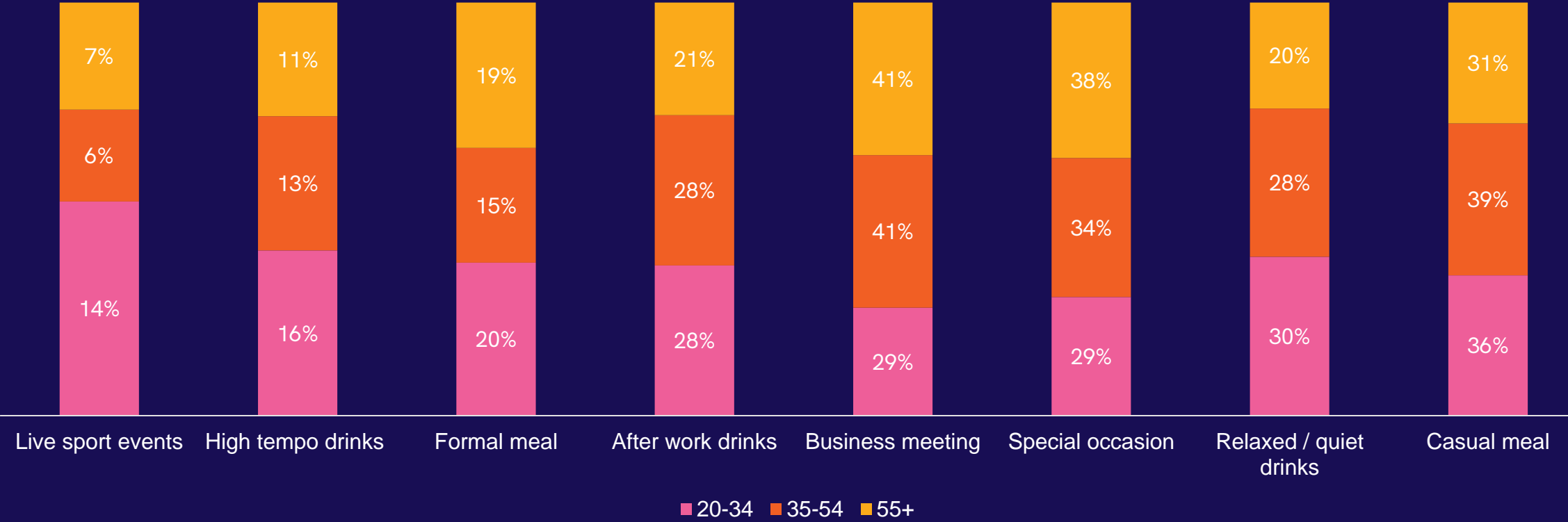
How often would you go out for the following occasions in a 3-month period?



Source: CGA OPUS South Korea September 2023, sample size: 4011

20-34-year-olds are driving the live sport and high tempo occasions and the older age groups are enjoying celebrating special occasions

Which of the following occasions would you typically go out for and have drinks?










Source: CGA OPUS South Korea September 2023, sample size: 4011



Beer and standard soju are the most versatile drinks categories and are prominent amongst almost all drinking occasions, with wine most popular for formal food-led occasions

Top drink choices by occasions

 After work drinks	 Casual meal	 Formal meal	 High tempo drinks	 Relaxed/ quiet drinks	 Business meeting	 Special occasion
Beer 64%	Beer 54%	Wine 37%	Beer 54%	Beer 52%	Beer 63%	Beer 48%
Standard soju 55%	Standard soju 35%	Beer 34%	Standard soju 47%	Standard soju 31%	Standard soju 58%	Wine 31%
Craft beer 17%	Soft drinks (including tonic) 17%	Whisky 21%	Craft beer 18%	Wine 19%	Craft beer 11%	Standard soju 30%

Source: CGA OPUS South Korea September 2023, sample size: 4011

Contact Us

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