



PurchaseTrak



Hyperlocal On Premise data, on demand

PurchaseTrak provides an ultra-granular view of how beer, wine and spirits are being ordered and distributed across the market.

Combining powerful datasets and analysis, PurchaseTrak offers an unprecedented view of the market with unparalleled transparency.

How PurchaseTrak can help your business



Understand the **purchasing and distribution trends** of beer, wine and spirits across South Korea



Identify your geographies of interest, how brands perform and **where the biggest opportunities lie**



Improve category management and development in the market that best fit your brand



Optimise sales tactics and strategies with easy-to-understand aggregated view of the market



Gain a competitive advantage by accessing previously unattainable data in South Korea



Helps eliminate resource required to independently conduct this research in the market

Discover PurchaseTrak in South Korea

Seoul Special City

Gyeonggi - Do

Gyeongsangnam-do

Incheon Metropolitan City

Chungcheongbuk-Do

Busan Metropolitan City



Daejeon Metropolitan City

Jeollabuk-Do

Gangwon - Do

Gwangju Metropolitan City

Jeju Special Self-Governing Province

Saejong Special Municipality

Segment coverage



Korean restaurant



Hof



Chinese restaurant



Meat specialty restaurant



Nightlife Entertainment



Japanese restaurant



Hospitality entertainment



Restaurant



Café



Western Restaurant



Seafood Restaurant



Bar Pub



Liquor shops



Karaoke

Offering the best market visibility:

- Raw outlet data of beer, wine and spirits being sold into an account
- Select markets and cities available for data splits
- Facts include Beer (order rate 288oz EQ) Spirits (Order rate L EQ)
- Updates on a 4-weekly basis
- All On Premise channel types



Sharpen your strategies, work with improved efficiency & uncover the biggest opportunities.



To learn more about how PurchaseTrak can help your business, get in touch:

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