

South Korea On Premise Consumer Pulse Report

CGA by NIQ, June 2026



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CGA'S MONTHLY CONSUMER PULSE

- This monthly On Premise Consumer Pulse report is intended to be a fast-turnaround 'temperature check' of the channel and the consumers who visit bars and restaurants in Korea.
- This study looks into their On Premise behaviour over the *past month* and tests visit intention for the *month ahead*.
- In other countries, this monthly check-in has become a staple for beverage suppliers and other businesses interested in the channel.
- These monthly updates will help interested parties to stay close to the consumer's intentions and behaviours for our beloved On Premise channel.
- For this **June 2026** issue, we surveyed 750 consumers (aged 19+) between 1st and 8th June. These consumers were situated across all the Korea regions and must typically visit On Premise venues at least once within a 3-month period.

Overview

The ever-changing On Premise landscape

On Premise engagement holds firm, with stable penetration and visit frequency.

Compared to May, Friday visitation saw an uplift in traffic (+3pp), whilst Saturday visitation lost some ground (-3pp). Late evening traffic also eased off (-4pp) in the past month.

Align your strategies with end of week visitation to maintain momentum

On Premise spend and value for money perceptions

Monthly average spend has fluctuated throughout the year and has dipped again since May, now sitting at ₩250,984. Value for money remains the second-lowest ranked satisfaction metric.

Cocktails and whiskey are perceived as offering the best value for money, while standard soju, soft drinks and takju continue to lag behind.

Consider introducing discounts and promotions to boost overall value for money perceptions amid monthly spend increase.

Excitement levels across categories

Beer, standard soju, and soft drinks continue to dominate both penetration and last visit choice.

However, highballs are generating the most excitement currently and with the proportion of consumers trialling new drinks on the rise (+6pp versus May), this is the category consumers are most open to experimenting with.

Explore how to increase excitement of your brands to keep consumers interested and improve performance of your category.

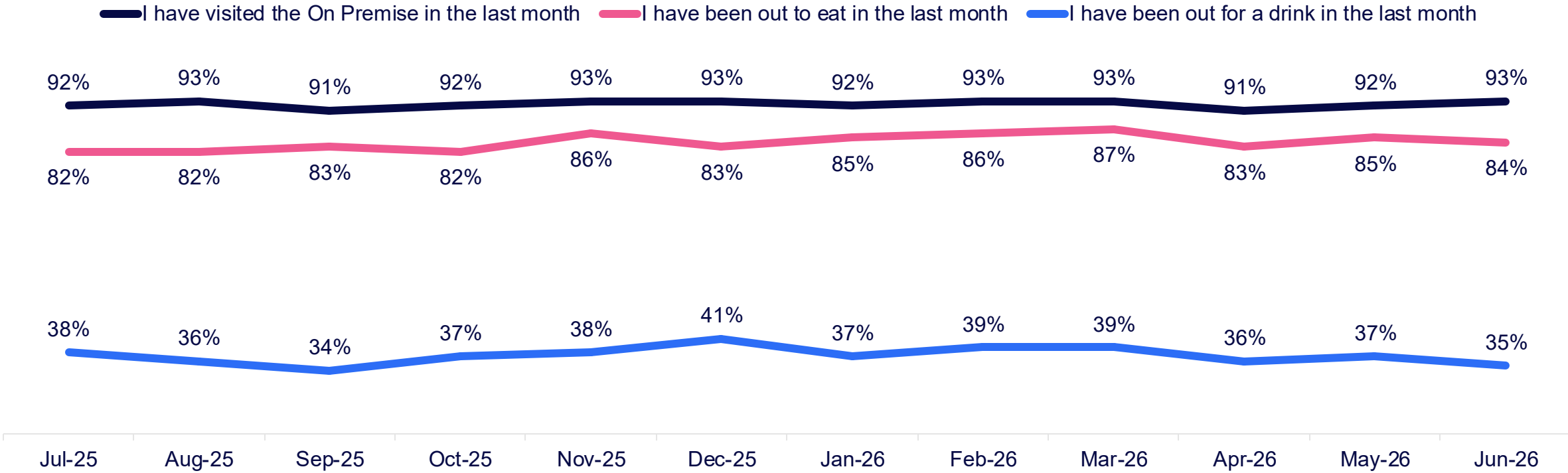
On Premise visitation

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WHICH OF THE FOLLOWING STATEMENTS APPLY TO YOU?

Proportion of consumers visiting the On Premise for food and/or drinks each month



SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 750

89%

of consumers are
planning to go out to eat
or drink in the next month

AND DO YOU PLAN ON VISITING BARS AND RESTAURANTS TO EAT AND/OR DRINK IN THE NEXT MONTH?

Proportion of consumers planning to visit the On Premise in the next month

75%

of consumers are
planning to go out to
eat in the next month



34%

of consumers are
planning to go out to
drink in the next
month

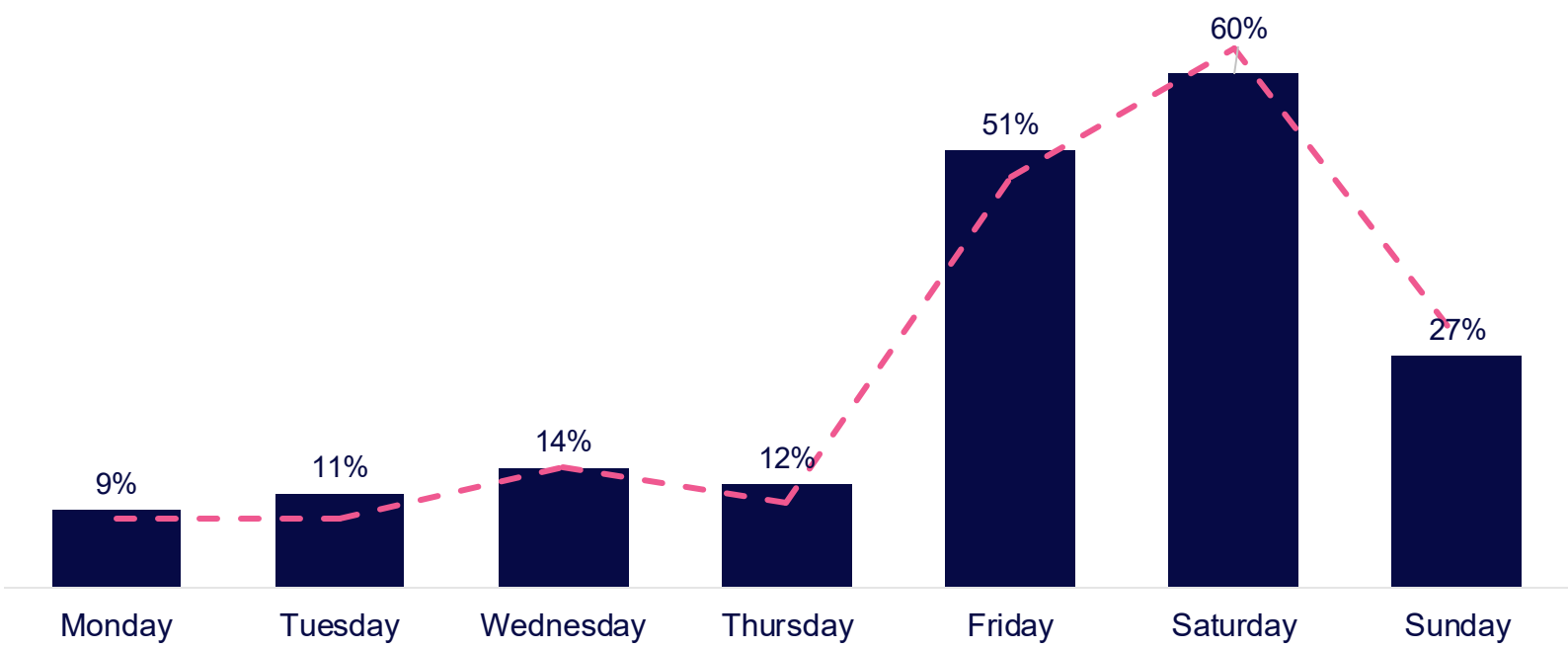


SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 750

ON WHICH DAY(S) OF THE WEEK HAVE YOU VISITED A BAR, RESTAURANT OR OTHER SIMILAR VENUE OVER THE PAST MONTH?

Proportion of consumers visiting the On Premise each day of the week over the past month

Jun-26 May-26



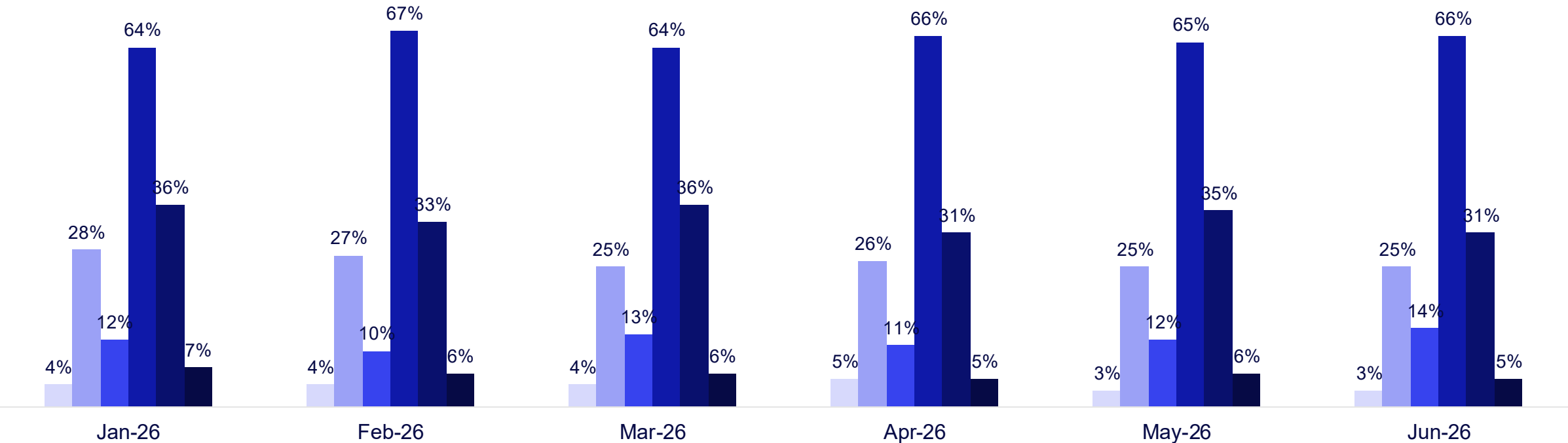
SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 700



WHAT TIMES OF DAY HAVE YOU BEEN VISITING BARS, RESTAURANTS AND SIMILAR VENUES OVER THE PAST MONTH?

Proportion of consumers visiting the On Premise each daypart over the past six months

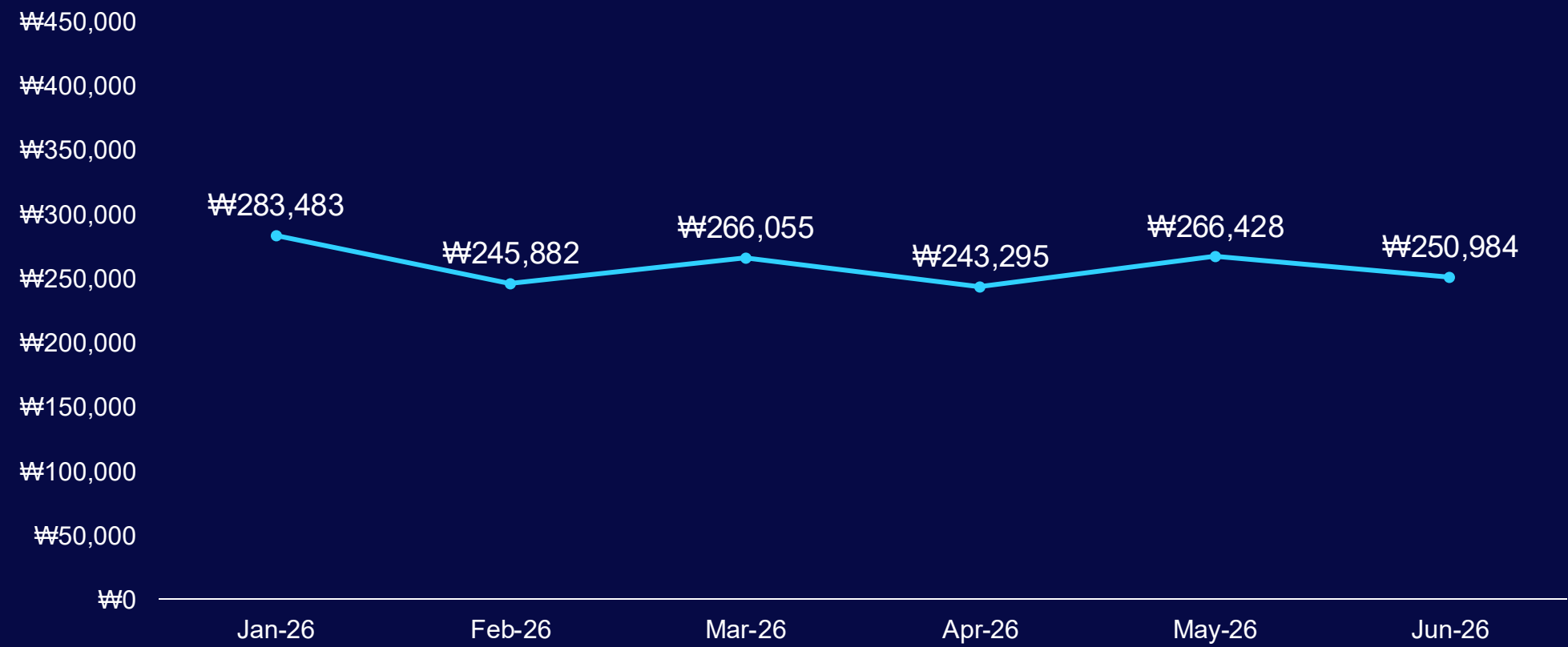
■ Brunch (before 12pm) ■ Lunch (12pm-2pm) ■ Mid-afternoon (2pm-5pm) ■ Early evening (5pm-8pm) ■ Late evening (8pm-10pm) ■ Late night (after 10pm)



SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE:: 697

HOW MUCH HAVE YOU SPENT ON EATING AND DRINKING OUT OVER THE PAST MONTH?

Average monthly spend in the On Premise per consumer



SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 701

On average
consumers have
visited the
On Premise

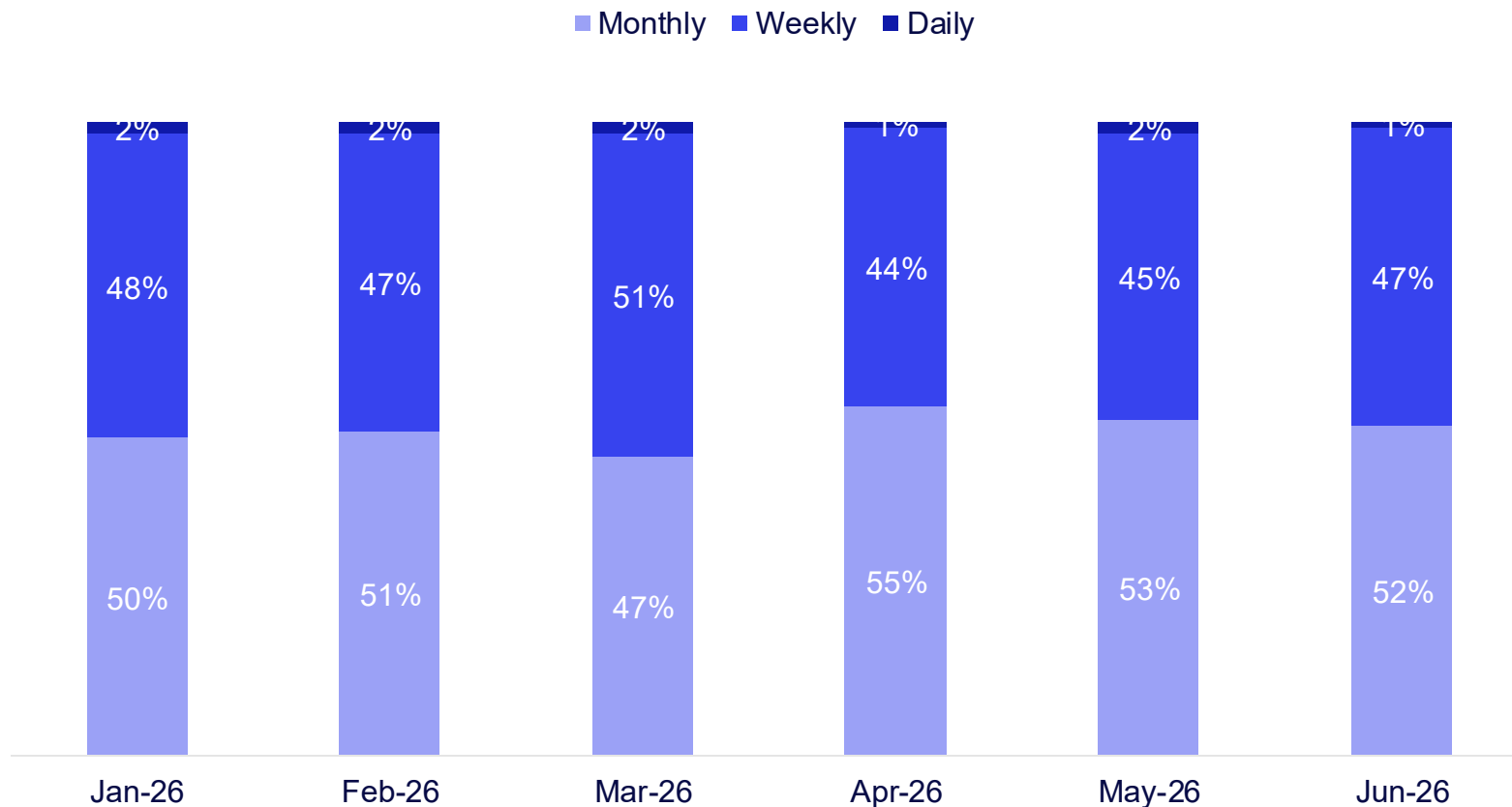
4.8

times in the
past month

=0pp vs May 2026

HOW OFTEN HAVE YOU VISITED BARS, RESTAURANTS AND SIMILAR VENUES OVER THE PAST MONTH?

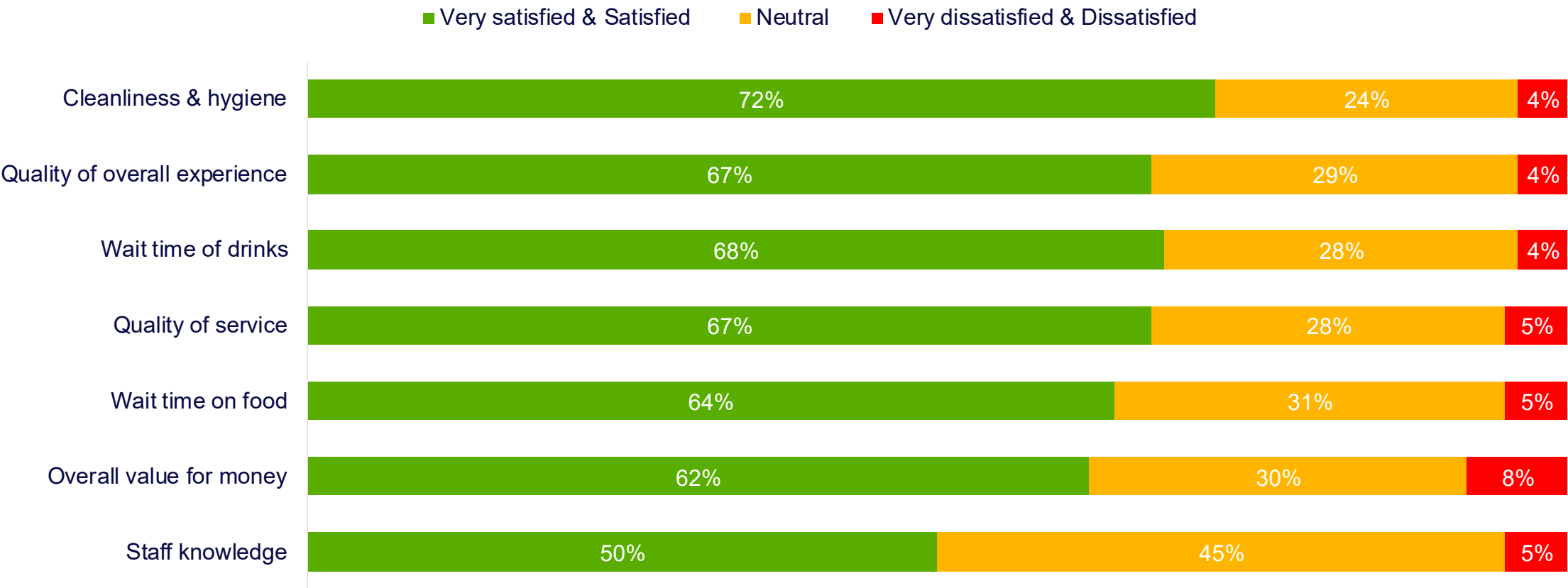
Proportion of consumers visiting the On Premise at each frequency



SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 701

HOW SATISFIED WERE YOU WITH EACH OF THE FOLLOWING AREAS ON YOUR MOST RECENT VISIT TO A BAR, RESTAURANT OR SIMILAR VENUE ?

Consumer satisfaction with each of the following on their most recent On Premise visit



SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 627 - 748

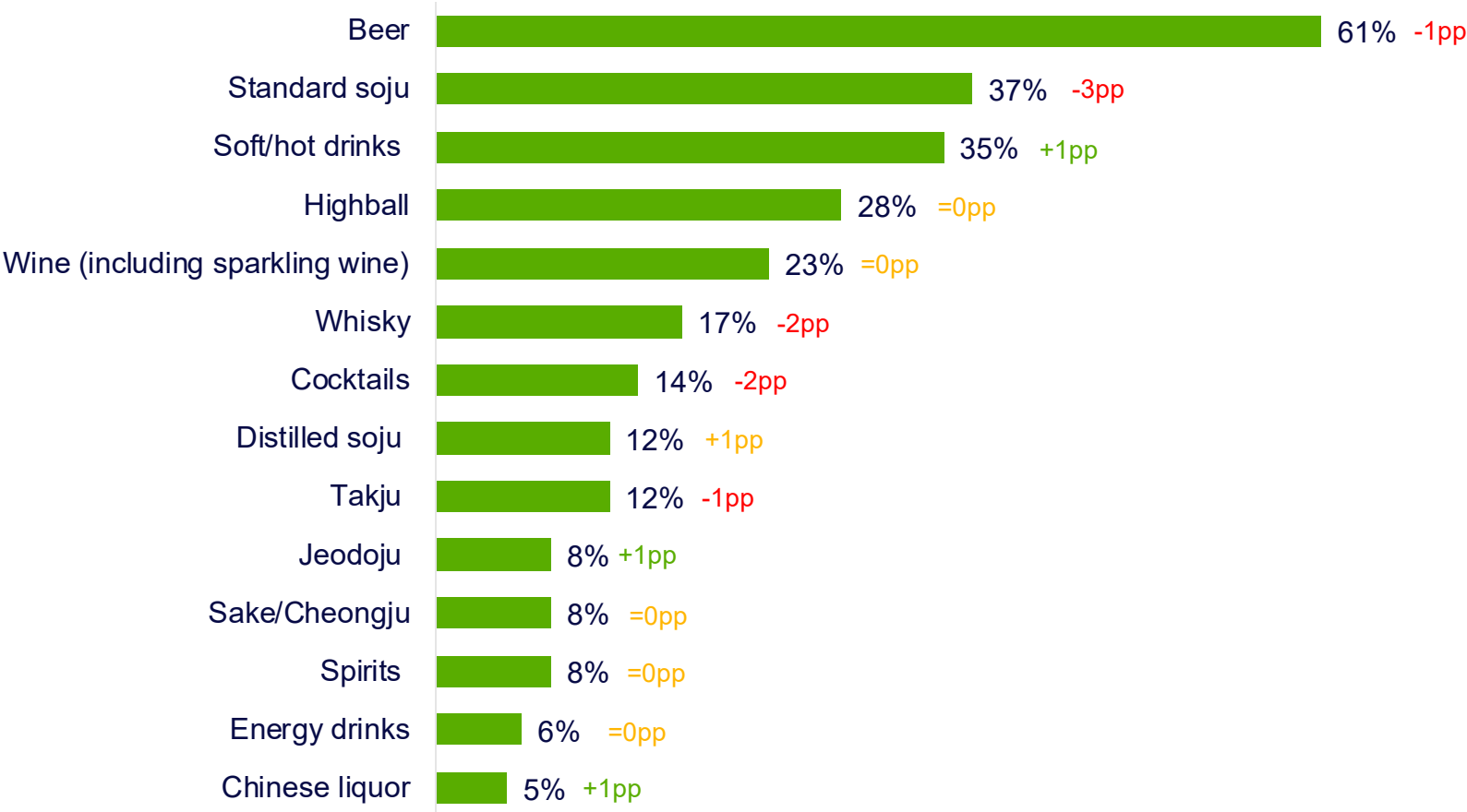
Category consumption

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WHICH OF THE FOLLOWING DRINKS HAVE YOU DRANK IN BARS AND/OR RESTAURANTS IN THE PAST MONTH?

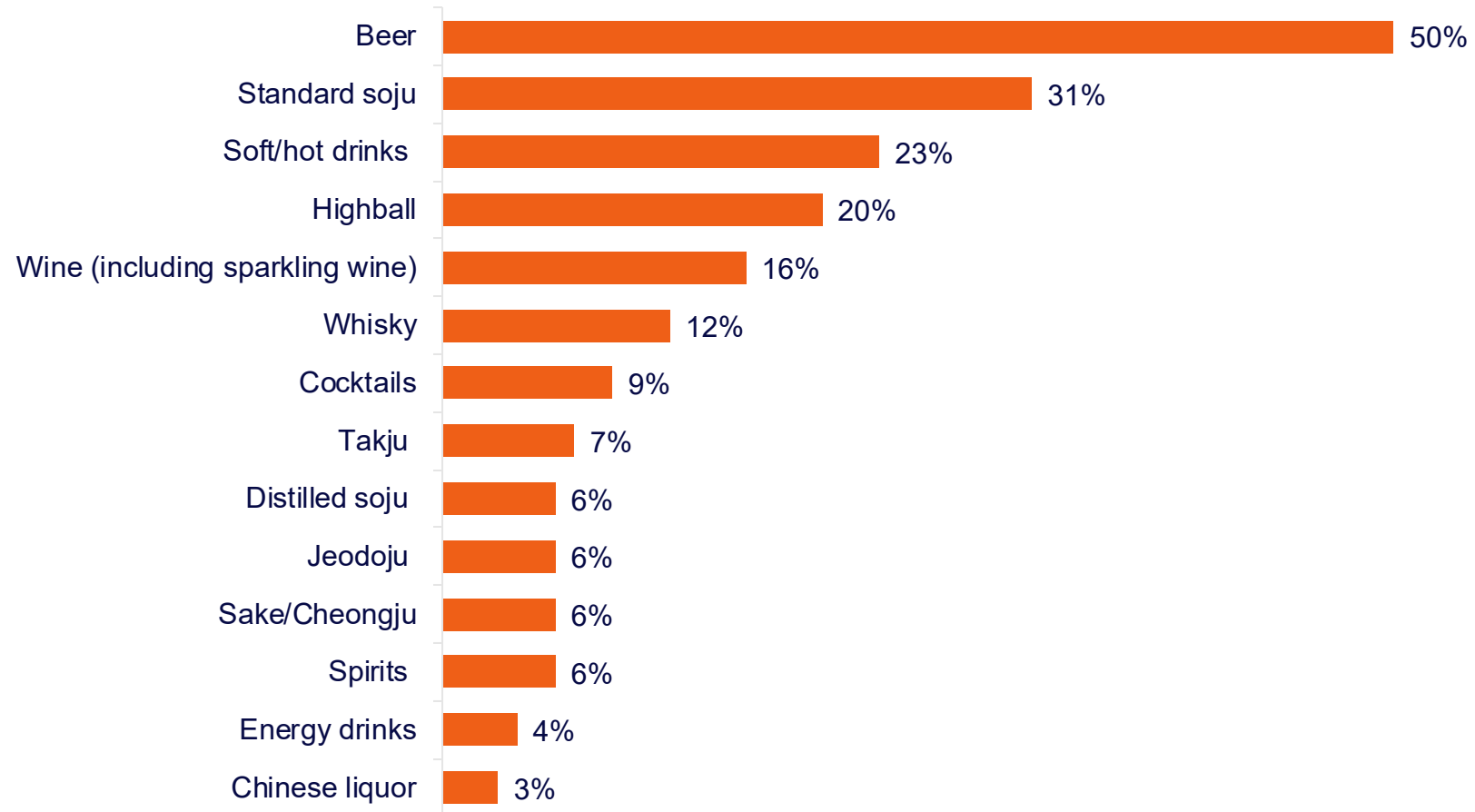
*Proportion of consumers drinking each category in the On Premise over the past month
Indexed vs 12-month average*



SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 701

THINKING ABOUT YOUR MOST RECENT VISIT TO A BAR, RESTAURANT OR SIMILAR VENUE, WHICH OF THE FOLLOWING CATEGORIES DID YOU DRINK?

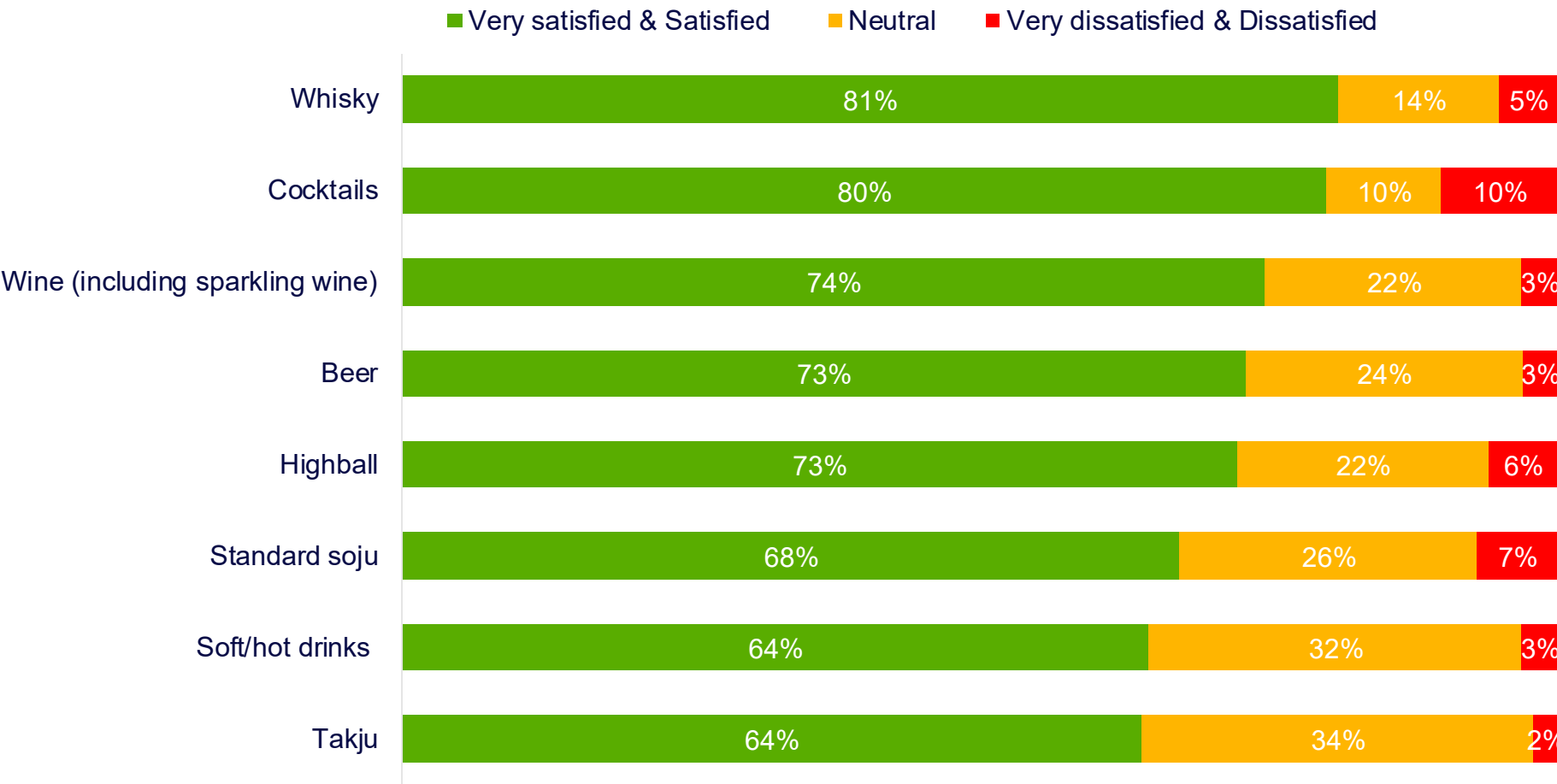
Proportion of consumers drinking each category on their most recent On Premise visit



SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 750

HOW SATISFIED WERE YOU WITH THE DRINK(S) THAT YOU HAVE HAD ON YOUR MOST RECENT VISIT ACROSS EACH OF THE FOLLOWING MEASURES?

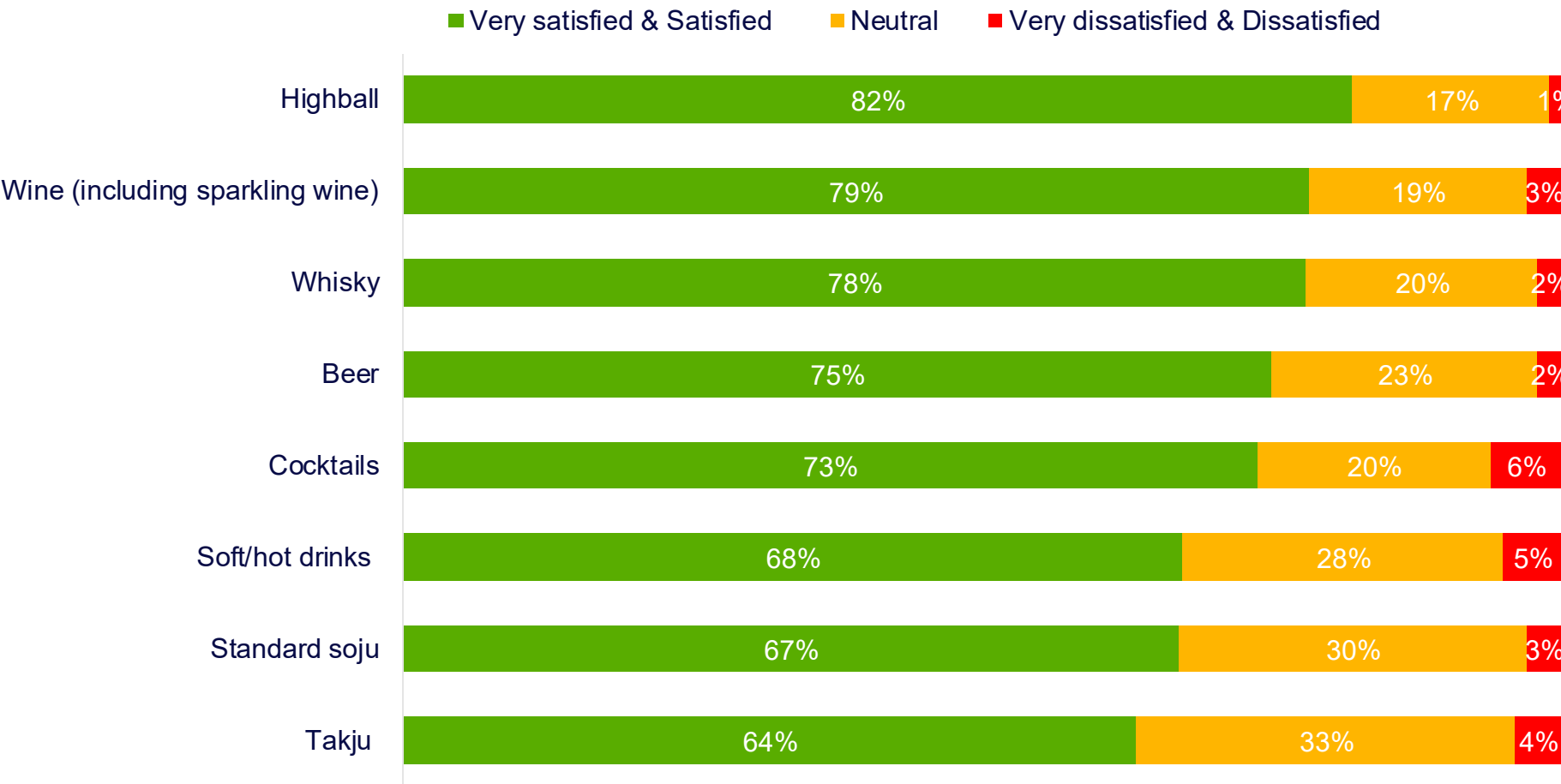
Value for money



SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 56 - 373

HOW SATISFIED WERE YOU WITH THE DRINK(S) THAT YOU HAVE HAD ON YOUR MOST RECENT VISIT ACROSS EACH OF THE FOLLOWING MEASURES?

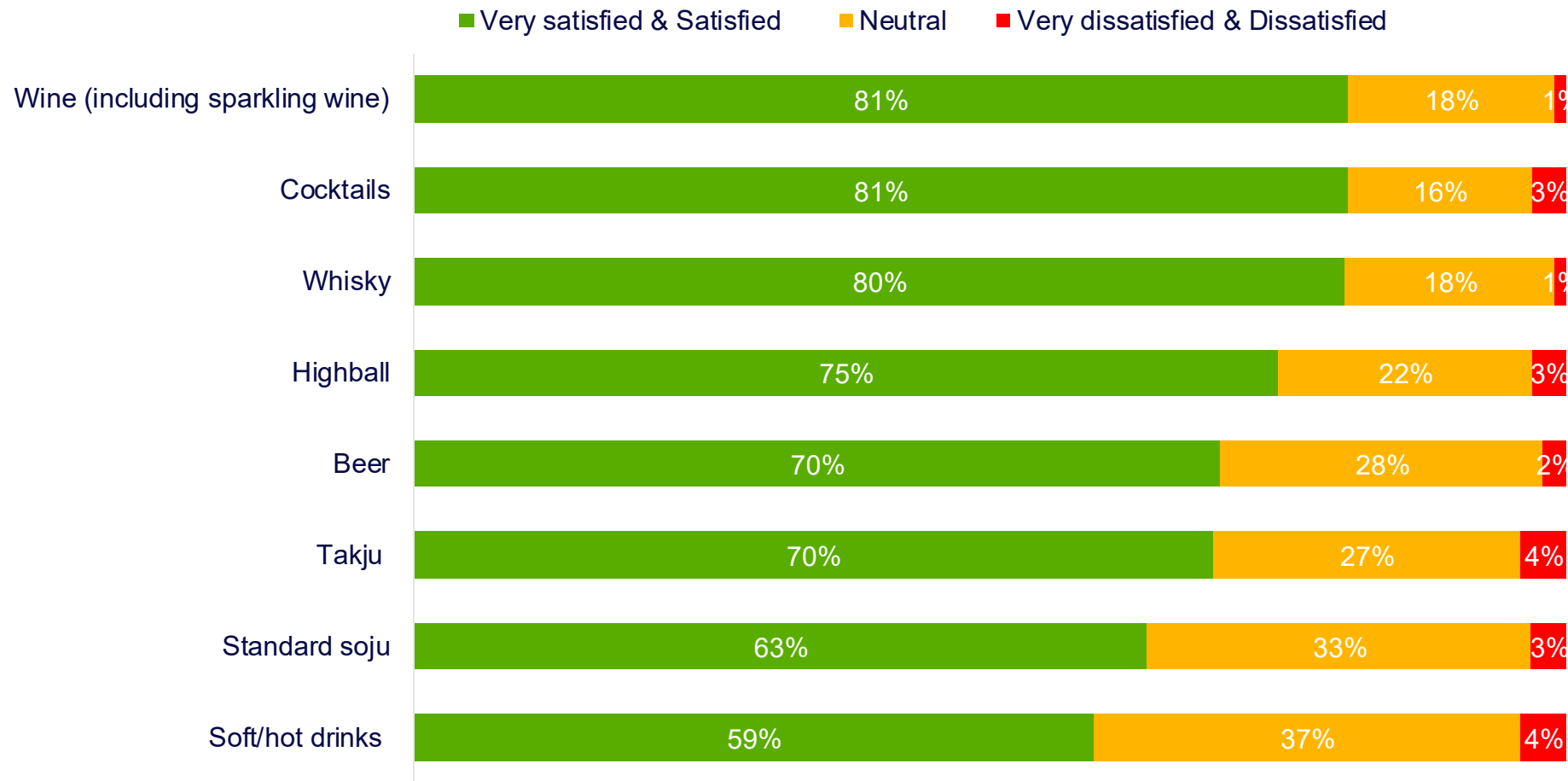
How exciting the drink was



SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 55 - 373

HOW SATISFIED WERE YOU WITH THE DRINK(S) THAT YOU HAVE HAD ON YOUR MOST RECENT VISIT ACROSS EACH OF THE FOLLOWING MEASURES?

The overall quality of the serve (e.g., glassware and service)



SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 56 - 373

HAVE YOU TRIED A NEW DRINK WHEN EATING OR DRINKING OUT OVER THE PAST MONTH?

Trying new drinks in the On Premise

'New drink' covers any of the following: New brand, new category and new format



48%

Yes

+6pp vs May 2026



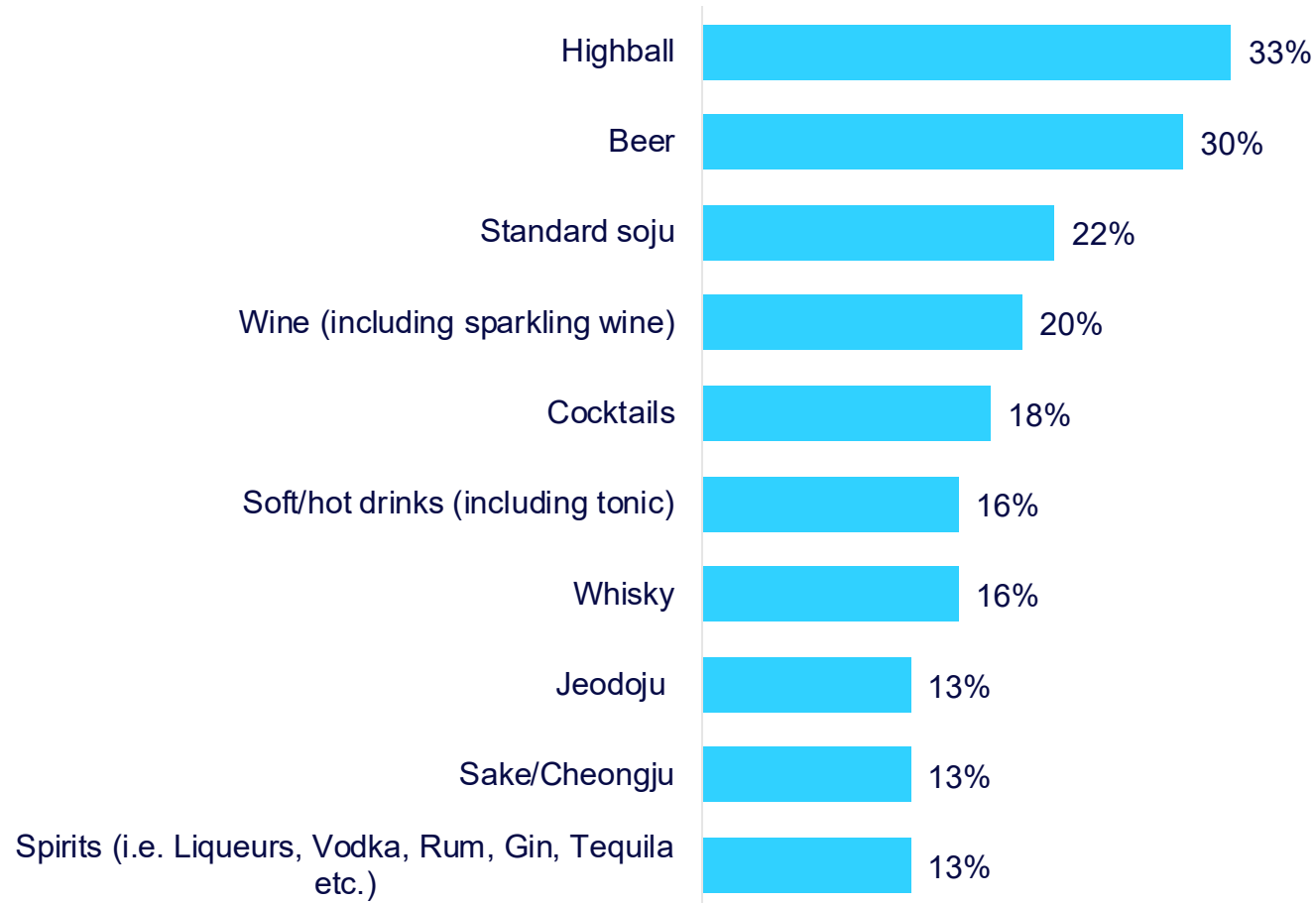
52%

No

SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 701

WHICH OF THE FOLLOWING CATEGORIES WAS THE NEW DRINK THAT YOU TRIED?

Categories in which consumers have trialed new drinks in the past month (Top 10)



SOURCE: CGA MONTHLY SOUTH KOREA ON PREMISE CONSUMER PULSE REPORT JUNE 2026 – SAMPLE: 335

CGA by NIQ ON PREMISE SOLUTIONS

Essential Services to support your On Premise strategies



OPUS

Consumer Insights

- + Robust insights tracking behaviour, habits, and preferences of consumers in the On Premise
- + Understand brand and category consumption to build selling stories for your portfolio
- + Highlight channel visitation and national account engagement to support your key account teams and conversations with retailers

LIVE NOW



Outlet Index

On Premise Segmentation

- + Understand the size and shape of the South Korean On Premise
- + Build strategies catering to the ever-changing outlet dynamics shaping the channel
- + Determine which channels are in growth or decline
- + Integrate Outlet Index to better your conversations with distributors and retailers

LIVE NOW



OPM

On Premise Measurement

- + Statistically robust model providing volumetric measurement of alcohol sales in bars and restaurants
- + Use as a barometer for Brand and Category performance in any market
- + Track KPIs such as brand and category share, competitive benchmarking, volume and value velocity (Rate of Sale), total distribution points and price

LIVE NOW

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We'd love to hear from you!

The Consumer Pulse Report brings you key trends on On Premise visitation, consumer satisfaction, and drink category consumption—*but what else would help you stay ahead in the market?*

Could you spare 1–2 minutes to share what's most valuable to you and what other insights you'd love to see?



Scan the QR code
or *click here*

Find out how to build a successful On Premise strategy

For more information on
how CGA by NIQ can
help your business grow
in the South Korean On
Premise, get in touch:



Sign up to receive On Premise news &
Insights for the South Korean market, [here](#)



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