

Global Hulless Barley (Qingke) Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Hulless Barley (Qingke) market size is expected to reach \$ 7734 million by 2032, rising at a market growth of 10.3% CAGR during the forecast period (2026-2032).

Hulless Barley (Qingke) is an annual plant of the genus *Hordeum* in the grass family. Its kernels separate from the hull upon ripening, hence the name "naked barley". It is a signature grain crop grown above 3,000 meters on the Qinghai-Tibet Plateau, known as the "Highland Granary". Its core value lies in its exceptional nutritional profile: beta-glucan content up to 5.2%, the highest among all cereals, with demonstrated benefits in lowering blood lipids, regulating blood sugar & boosting immunity, along with rich dietary fiber, high-quality protein & polyphenol antioxidants. For a long time, hulless barley was primarily exported as raw grain with low processing conversion rates & underutilized value. Driven by rising health consumption, rural revitalization policies & breakthroughs in deep-processing technology, the industry is transforming from a "single food crop" to a full-chain model integrating food-feed production, processing-marketing integration, and agriculture-culture-tourism synergy. Over 80 deep-processed products across 4 major categories (traditional foods, functional foods, health products, barley wine, beverages, military rations) have been developed. Global production regions include the Qinghai-Tibet Plateau, Nepal, Bhutan, India, Pakistan, as well as hulless barley grown for health food ingredients in Europe, North America & Australia.

Hulless barley (Qingke) is transforming from a traditional staple crop on the Qinghai-Tibet Plateau into a global health grain. Its core driver is not supply shortage but the functional premium from its beta-glucan content (up to 5.2%). Pricing: raw grain \$0.3-0.5/kg, primary processed (grain/flour) \$0.8-1.5/kg, deep-processed functional foods \$5-15/kg, while barley wine (e.g., Tianyoude) sells for tens to hundreds of USD per bottle - an exponential value chain. Margins vary widely: raw grain 5.5%)

Global Hulless Barley (Qingke) Market, Segmentation by Application:

- Food Manufacturing
- Alcoholic & Non-alcoholic Beverage Industry
- Nutraceutical & Health Supplement Industry
- Export & International Trade
- Military & Special Rations
- Others

Companies Profiled:

- Qinghai Huzhu Tianyoude Highland Barley Liquor
- Tibet Development
- Tibet Highland Barley
- Tibet Qizheng Highland Barley Health Technology
- Tibet Zangyuan Highland Barley Technology
- Aba Plateau Black Highland Barley Natural Bio-development
- Changdu Junqing Agricultural Science and Technology Development
- Tibet Xiaguan Highland Barley Co
- Deqin Aqingma Agricultural Products Development
- Luolong Luocong Specialty Products Development

Garze Zangqi Featured Agricultural Products Development

Qinghai Zongla Ecological Agriculture Development

Gaji Duzong Planting Farmers Professional Cooperative

Jiebu Tsampa Processing Farmers Professional Cooperative

Tibet Earth Third Pole Liquor

Tibet Agricultural Industry Investment Group

Highland Specialty Grains Inc

Nordgetreide

CAJ. Strobl Naturmuehle GmbH

Shree Raghvendra Agro Processors

Poshilo Foods Pvt Ltd

Key Questions Answered:

1. How big is the global Hulless Barley (Qingke) market?
2. What is the demand of the global Hulless Barley (Qingke) market?
3. What is the year over year growth of the global Hulless Barley (Qingke) market?
4. What is the production and production value of the global Hulless Barley (Qingke) market?
5. Who are the key producers in the global Hulless Barley (Qingke) market?
6. What are the growth factors driving the market demand?

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