

South Korea Barley Market Size, Share, Trends and Forecast by Type, Grade, Distribution Channel, Industry Vertical and Region, 2026-2034

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Abstracts

The South Korea barley market size reached USD 467.7 Million in 2025. The market is projected to reach USD 569.7 Million by 2034, exhibiting a growth rate (CAGR) of 2.10% during 2026-2034. The market is driven by growing consumer demand for healthy grains and enhanced use of barley in traditional and novel food products. Heightened consciousness about the health advantages of barley, including fiber intake and cholesterol management, is driving consumption levels upwards. Moreover, farm productivity and local supply chain efforts are enhancing production efficiency and stability in the supply base. As a result of these advances, food and beverage processors are turning to barley to address wellness and sustainability needs, further propelling the South Korea barley market share.

SOUTH KOREA BARLEY MARKET TRENDS:

Growing Need for Healthy Grain Intake

South Korean consumption of barley is experiencing a resurgence driven by a wider societal trend toward health and wellness. Consumers are increasingly substituting refined grains with whole grains, like barley which provide better dietary fiber, vitamins, and minerals. The demand is especially strong among middle-age and aged populations, who are integrating barley into everyday foods for gastrointestinal and cardiovascular health benefits. In addition, urban families and younger demographics are adding barley to a variety of forms such as tea, rice mix, and functional foods. Consumer demand for plant-based and low-glycemic foods also underpins the positioning of barley in health-focused diets. With growing awareness of nutrition, the diversity of barley products in retail and online channels increases. This rising pool of

health-oriented consumers is playing a significant role in driving South Korea barley market growth, prompting ongoing innovation and local sourcing initiatives to fulfill increasing demand.

Barley Incorporation in Processed and Functional Foods

Barley is being increasingly used in South Korea's processed and functional food segments, driven by changing consumer trends and product reformulation practices. Food producers are testing barley flour and malted barley in noodles, baked foods, breakfast cereals, and meal replacement drinks to add texture, nutrition, and digestive benefits. According to the sources, in February 2023, Dongseo Food introduced a granola with 27% U.S. barley after participating in a USGC-sponsored NCI course, increasing interest in South Korea for functional barley products. Moreover, the trend is consistent with the domestic food market's focus on natural, clean-label ingredients that are both functional and attractive. Barley's addition to fortified foods aimed at specific health effects—like weight management, blood sugar management, and better gut health—is driving product development. Also, its gluten-free character positions it suitably for hybrid product lines for wheat-allergic consumers. As the development of products expands, the utilization of barley in South Korea's wellness-focused food industry is intensifying and thus further establishing its commercial significance. This alignment with wellness and innovation is reflective of larger South Korea barley market trends driving food sector demand.

Growing Focus on Local Barley Production and Traceability

The South Korean barley sector is witnessing renewed interest from the government and consumers in local cultivation and supply chain traceability. With increased focus on food security, self-sufficiency, and sustainability, local farmers and cooperatives are reviving effort in domestic barley production through traceable and environmentally friendly production methods. Consumers are increasingly opting for locally produced barley over imports, particularly when it is labeled organic or region-specific. Government-sponsored rural revitalization schemes and incentive programs for diversification of crops have also encouraged the expansion of barley cultivation in some provinces. Barley's use as part of rotational cropping is also supporting its environmental appeal among sustainable consumers and regulators. This heightened emphasis on origin and sustainable procurement practices is assisting in reinforcing the importance of barley in both traditional and contemporary diets. These trends mark a robust shift toward long-term domestic capacity, supporting South Korea barley market expansion via a combination of consumer confidence and agricultural resilience.

SOUTH KOREA BARLEY MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on type, grade, distribution channel, and industry vertical.

Type Insights:

Covered

Two-Row Barley

Six-Row Barley

Hulless

The report has provided a detailed breakup and analysis of the market based on the type. This includes covered, two-row barley, six-row barley, and hulless.

Grade Insights:

Food Grade

Feed Grade

Malt Grade

A detailed breakup and analysis of the market based on the grade have also been provided in the report. This includes food grade, feed grade, and malt grade.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Departmental Stores

Specialty Stores

Online Stores

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, departmental stores, specialty stores, and online stores.

Industry Vertical Insights:

Food and Beverages

Pharmaceuticals

Seed Industry

Personal Care

Animal Feed

Nutraceuticals

Others

A detailed breakup and analysis of the market based on the industry vertical have also been provided in the report. This includes food and beverages, pharmaceuticals, seed industry, personal care, animal feed, nutraceuticals, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea barley market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea barley market on the basis of type?

What is the breakup of the South Korea barley market on the basis of grade?

What is the breakup of the South Korea barley market on the basis of distribution channel?

What is the breakup of the South Korea barley market on the basis of industry vertical?

What is the breakup of the South Korea barley market on the basis of region?

What are the various stages in the value chain of the South Korea barley market?

What are the key driving factors and challenges in the South Korea barley market?

What is the structure of the South Korea barley market and who are the key players?

What is the degree of competition in the South Korea barley market?

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