

South Korea Green Coffee Market Size, Share, Trends and Forecast by Type, Product, Distribution Channel, End User, and Region, 2026-2034

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Abstracts

The South Korea green coffee market size reached USD 764.7 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 1,204.8 Million by 2034, exhibiting a growth rate (CAGR) of 5.03% during 2026-2034. At present, the increasing knowledge about health and well-being is catalyzing the demand for coffee products in South Korea. Moreover, the consumption of coffee is continuously increasing, with customers searching for new and exotic types of coffee. Additionally, the growing demand for organic and sustainably produced products is expanding the South Korea green coffee market share.

SOUTH KOREA GREEN COFFEE MARKET TRENDS:

Raising Health Awareness Amongst Consumers

The increasing knowledge about health and well-being is catalyzing the demand for green coffee in South Korea. People are looking more for drinks that have health advantages, including weight control and antioxidant activity. Green coffee is being seen as having the ability to assist with weight loss through its chlorogenic acid, which is said to minimize fat intake and improve metabolism. Further, as increasing fear over the intake of processed foods and sodas is rising, interest in healthier alternatives is increasing, and health-conscious consumers are moving towards natural products such as green coffee. This change in consumer behavior is being translated into the increasing demand for green coffee products among cafe outlets. As well as retailing outlets, as more people are getting aware about the possible health benefits, green coffee is being sold as a healthier option, further increasing its use throughout South Korea. This is also rising the arrangements of various coffee exhibitions in the country.

For example, in April 2025, the Coffee Expo Seoul 2025 took place, where over 400 exhibitors from all over the world showcased their coffee products and exquisite services.

Growing Need for Organic and Sustainable Items

The heightened requirement for organic and sustainably manufactured products is now contributing to the growth of the green coffee market in South Korea. As ethical and environmental issues become more prominent, consumers are increasingly looking for products that reflect their own values of sustainability and eco-friendliness. Green coffee, described as organic and eco-friendly, is becoming more popular among environmentally aware South Korean consumers who seek minimal environmental impacts in the products they consume. Green coffee companies are highlighting their sustainable practices in sourcing, such as being fair trade certified and environmentally friendly in cultivation techniques. The highlighting of organic, pesticide-free, and ethically produced coffee is propelling green coffee into a product of choice among environmentally aware consumers. Therefore, green coffee is being introduced more and more into the larger movement of sustainability to drive its market expansion in South Korea.

Growing Coffee Culture and Specialty Coffee Consumption

The quick growth of coffee culture in South Korea is driving the development of the market for green coffee. Consumption of coffee is continuously increasing, with customers searching for new and exotic types of coffee. As South Koreans are getting more discerning in their coffee experience, there is a growing demand for specialty coffee, including green coffee. Shoppers are now searching for coffee with unique tastes and medicinal value, resulting in the growth of demand for green coffee beans as a high-quality and organic product. Cafes and coffee shops are placing green coffee on their menus to appeal to changing consumer tastes. With an emphasis on sustainability and quality, the green coffee market is viewed as a means of providing a clean and innovative experience to coffee consumers, further contributing to the South Korea green coffee market growth. In 2024, the Colombian Embassy in Seoul and ProColombia commemorated the official opening of the Colombian Pavilion at the Seoul Cafe Show 2024, which took place from November 6 to 9 at COEX in Seoul. This occasion drew together producers, importers, distributors, and coffee lovers from across the globe. During the Seoul Cafe Show, Colombian exhibitors presented an extensive variety of products designed to cater to the increasing needs of the Korean market. This encompasses green coffee, roasted coffee, instant coffee, and novel carbonated drinks

produced from coffee husks.

SOUTH KOREA GREEN COFFEE 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, product, distribution channel, and end user.

Type Insights:

Arabica

Robusta

The report has provided a detailed breakup and analysis of the market based on the type. This includes arabica and robusta.

Product Insights:

Roasted Coffee

Instant/Soluble Coffee

Green Coffee Bean Extract

A detailed breakup and analysis of the market based on the product have also been provided in the report. This includes roasted coffee, instant/soluble coffee, and green coffee bean extract.

Distribution Channel Insights:

Hypermarkets and Supermarkets

Departmental Stores

Specialty Stores

Online

Others

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

End User Insights:

Retail

Coffee Cafes

Others

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes retail, coffee cafes, 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 green coffee market performed so far and how will it perform in the coming years?

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

What is the breakup of the South Korea green coffee market on the basis of product?

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

What is the breakup of the South Korea green coffee market on the basis of end user?

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

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

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

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

What is the degree of competition in the South Korea green coffee market?

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