

South Korea Microgreens Market Size, Share, Trends and Forecast by Type, Farming Method, Distribution Channel, End Use, and Region, 2026-2034

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Abstracts

The South Korea microgreens market size reached USD 36.2 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 70.0 Million by 2034, exhibiting a growth rate (CAGR) of 7.37% during 2026-2034. Growing health consciousness, the need for nutrient-dense superfoods, and the appeal of locally grown and organic vegetables are all driving market expansion. Technological developments in vertical farming and hydroponics also support the expansion of the South Korea microgreens market share.

SOUTH KOREA MICROGREENS MARKET TRENDS:

Health and Wellness Trends

The growing awareness of health and wellness among South Korean consumers is a primary driver of the microgreens market growth. For instance, according to an IMARC report, the health and wellness market in South Korea is expected to grow at a compound annual growth rate (CAGR) of 2.31% between 2025 and 2033. Microgreens are rich in essential nutrients, including vitamins, minerals, and antioxidants, making them highly valued for their health benefits. Increasing concerns about lifestyle diseases and a desire for preventive healthcare have encouraged consumers to seek functional foods that support overall well-being. As a result, microgreens are increasingly incorporated into diets as nutrient-dense supplements. Healthcare professionals and nutritionists often recommend microgreens to enhance immune function and combat nutritional deficiencies. This heightened health consciousness continues to influence consumer purchasing decisions, encouraging retailers and producers to expand microgreens availability. Consequently, the demand for microgreens as health-

promoting foods is steadily rising, contributing positively to the South Korea microgreens market growth.

Urban Farming and Technological Advancements

Urbanization in South Korea, coupled with limited arable land, has propelled the adoption of innovative farming technologies, significantly impacting the microgreens market growth. Controlled environment agriculture, such as hydroponics and vertical farming, allows efficient production of microgreens in urban and indoor settings. These technologies enable year-round cultivation with minimal resource consumption, including water and land, thereby supporting sustainability. Government initiatives promoting smart farming and agricultural technology adoption further enhance scalability. This shift to urban farming reduces reliance on traditional agriculture and addresses food security challenges. Technological advancements ensure consistent quality and higher yields, making microgreens more accessible to consumers. As urban farming infrastructure expands, the South Korea microgreens market benefits from increased production capacity and enhanced supply chain efficiency. For instance, in January 2024, Green Plus Australia launched a 1.5-hectare hybrid vertical farm in South Korea, producing chives and leafy greens year-round. The farm uses semi-closed greenhouse technology with automated systems, reducing energy and labor costs. Supported by ongoing R&D and global university collaborations, the farm meets domestic and online demand, showcasing economic viability and innovation in vertical farming.

SOUTH KOREA MICROGREENS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country/regional level for 2026-2034. Our report has categorized the market based on type, farming method, distribution channel, and end use.

Type Insights:

Broccoli

Cabbage

Cauliflower

Arugula

Peas

Basil

Radish

Others

The report has provided a detailed breakup and analysis of the market based on the type. This includes broccoli, cabbage, cauliflower, arugula, peas, basil, radish, and others.

Farming Method Insights:

Indoor Vertical Farming

Commercial Greenhouses

Others

A detailed breakup and analysis of the market based on the farming method have also been provided in the report. This includes indoor vertical farming, commercial greenhouses, and others.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Retail Stores

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets and hypermarkets, retail

stores, and others.

End Use Insights:

Residential

Commercial

A detailed breakup and analysis of the market based on the end use have also been provided in the report. This includes residential and commercial.

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 microgreens market performed so far and how will it perform

in the coming years?

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

What is the breakup of the South Korea microgreens market on the basis of farming method?

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

What is the breakup of the South Korea microgreens market on the basis of end use?

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

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

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

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

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

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