

# South Korea Table Grape Market - Strategic Insights and Forecasts (2026-2031)

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## Abstracts

The South Korean Table Grape Market is projected to grow at a CAGR of 3.3% over the forecast period, increasing from USD 0.80 billion in 2026 to USD 0.94 billion by 2031.

The South Korea table grape market is positioned for steady growth through 2031, supported by rising domestic consumption, expanding cultivation, and increasing imports to meet demand. Table grapes are widely consumed as fresh fruit, and shifting dietary preferences toward healthier food options are reinforcing demand across the country. South Korea's well-developed retail infrastructure and strong purchasing power further support market expansion. In addition, the popularity of premium grape varieties such as Shine Muscat is enhancing value growth, as consumers show willingness to pay for superior taste and quality. The market is also influenced by broader agricultural modernization trends and improved supply chain capabilities, which together create a favorable environment for sustained growth.

### Market Drivers

A key driver of the South Korea table grape market is increasing domestic consumption driven by a large and urbanized population. High fruit intake, supported by health awareness and dietary shifts, is boosting demand for fresh produce such as table grapes. The country's population size and consumption patterns directly contribute to higher sales volumes and market expansion.

Another major driver is the expansion of grape cultivation. The growing cultivation area for premium varieties such as Shine Muscat reflects strong farmer interest and favorable market returns. Increasing production capacity ensures a steady supply of high-quality grapes, supporting both domestic consumption and export opportunities.

Rising imports also play a significant role in meeting domestic demand. South Korea is a notable importer of table grapes, sourcing from countries such as Chile, the United States, Australia, and Peru. This diversified import network ensures year-round availability and enhances product variety in the domestic market, further stimulating consumption.

### Market Restraints

Despite positive growth prospects, the market faces certain constraints. Climate variability can impact grape production, affecting yield quality and consistency. Changes in temperature, rainfall, and extreme weather conditions can disrupt cultivation cycles and increase production risks.

Another restraint is the relatively high cost of premium grape varieties. While products like Shine Muscat command strong demand, their higher price points may limit accessibility for price-sensitive consumers, thereby restricting broader market penetration.

Dependence on imports also introduces supply chain risks. Fluctuations in international trade conditions, logistics disruptions, or price volatility can affect supply stability and pricing dynamics within the domestic market.

### Technology and Segment Insights

Technological advancements in cultivation and post-harvest handling are enhancing the quality and availability of table grapes in South Korea. Improved farming techniques, including greenhouse cultivation and precision agriculture, are supporting higher yields and better fruit quality. Cold chain logistics and storage innovations are also extending shelf life and maintaining freshness during distribution.

The market is segmented by variety and distribution channel. By variety, seedless grapes dominate due to their convenience and consumer preference for easy consumption. Premium seedless varieties, particularly Shine Muscat, are gaining significant traction in urban markets.

By distribution channel, the market includes offline retail and online platforms. Traditional retail channels such as supermarkets and specialty stores remain dominant, while online channels are expanding due to increasing e-commerce adoption and

demand for home delivery services.

## Competitive and Strategic Outlook

The competitive landscape includes domestic growers, international suppliers, and fruit breeding companies focusing on premium varieties and product innovation. Companies are investing in advanced cultivation methods and expanding distribution networks to strengthen market presence.

Strategic collaborations with international exporters are ensuring consistent supply and product diversification. Market participants are also focusing on branding and quality differentiation to capture premium segments and enhance consumer loyalty.

## Conclusion

The South Korea table grape market is expected to grow steadily through 2031, driven by rising consumption, expanding production, and strong demand for premium varieties. While challenges such as climate risks and import dependency persist, advancements in cultivation and supply chain infrastructure will support long-term market development.

## Key Benefits of this Report

**Insightful Analysis:** Gain detailed market insights across regions, customer segments, policies, socio-economic factors, consumer preferences, and industry verticals.

**Competitive Landscape:** Understand strategic moves by key players to identify optimal market entry approaches.

**Market Drivers and Future Trends:** Assess major growth forces and emerging developments shaping the market.

**Actionable Recommendations:** Support strategic decisions to unlock new revenue streams.

**Caters to a Wide Audience:** Suitable for startups, research institutions, consultants, SMEs, and large enterprises.

## What Businesses Use Our Reports For

Industry and market insights, opportunity assessment, product demand forecasting, market entry strategy, geographical expansion, capital investment decisions, regulatory analysis, new product development, and competitive intelligence.

## Report Coverage

Historical data from 2021 to 2025 and forecast data from 2026 to 2031

Growth opportunities, challenges, supply chain outlook, regulatory framework, and trend analysis

Competitive positioning, strategies, and market share evaluation

Revenue growth and forecast assessment across segments and regions

Company profiling including strategies, products, financials, and key developments

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