

Voluntary Report – Voluntary - Public Distribution

Date: October 18,2020

Report Number: KS2020-0042

Report Name: Korea Hops Market Brief

Country: Korea - Republic of

Post: Seoul ATO

Report Category: Beverages

Prepared By: ATO Seoul, OAA Seoul, Hye Rim Chun

Approved By: Andrew Anderson-sprecher

Report Highlights:

Hop imports declined in 2019 due to the overall stagnation of the Korean beer market. However, the craft beer market in Korea has been growing over the past few years leading to increased demand for specialty hops. NOTE: Market Briefs are a series of shorter, graphically friendly reports developed by ATO Seoul. They are designed to give potential exporters a quick overview of the market. We welcome feedback on the new format at atoseoul@state.gov.

Please see the attachment for the report.

Attachments:

[Korea Hops Market Brief.pdf](#)