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**Country:** Korea - Republic of

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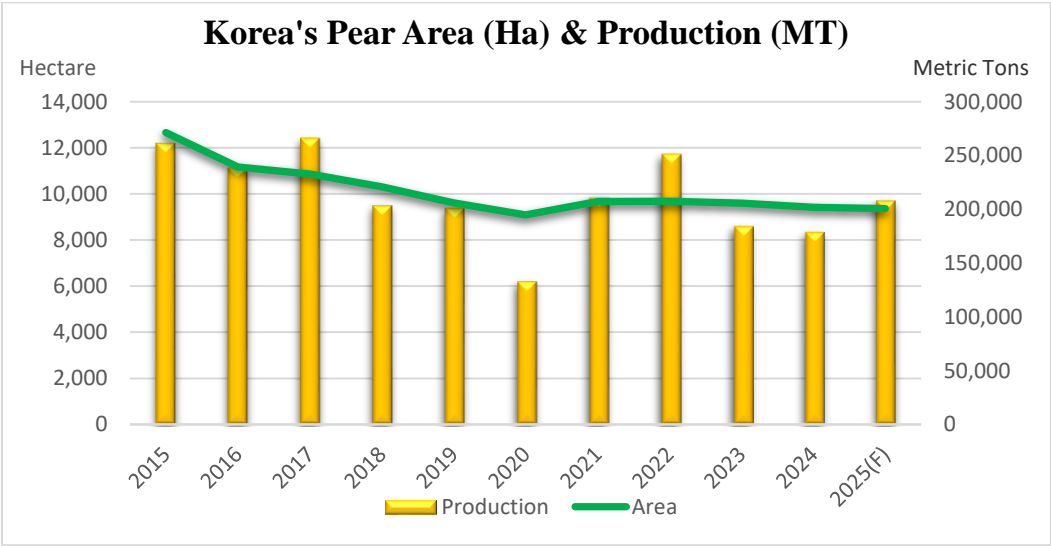
**Report Highlights:**

In marketing year (MY) 2025/26, FAS Seoul forecasts Korea's fresh pear production at 200,000 MT, up 12 percent from the previous year due to favorable weather despite a long-term decline in planted area. Lower prices from this production boost will drive per capita consumption, with total consumption rising to 180,000 MT. Post expects strong demand for Korean pears in Southeast Asia will sustain export growth of 21 percent to 20,000 MT, although competitiveness in the U.S. market may weaken due to a 15 percent reciprocal tariff.

# Production

In marketing year (MY) 2025/26 (July 2025-June 2026), Korea’s fresh pear production is forecast at around 200,000 metric tons (MT), up approximately 12 percent from the previous marketing year (178,000 MT). The main factors behind this recovery in production are improved weather conditions and reduced pest and disease damage throughout 2025. No major weather events – such as typhoons causing fruit drop – occurred this year, boosting pear production despite the continuing decline in cultivation area. Unlike 2024, when prolonged rainfall and heat waves negatively affected fruit development, the 2025 growing season experienced average temperatures and ample sunlight, supporting healthy fruit growth. Consequently, the yield per 0.1 hectare is projected to reach 2,136 kg, representing a 13 percent increase over MY 2024/25 (1,894 kg).

**Graph 1.**  
**Korea’s Pear Area & Production**



Source: Korea Statistical Information Service (KOSIS) & Korea Rural Economic Institute (KREI)

However, the Korea Rural Economic Institute (KREI) reported that frost damage during the flowering season in April and May affected some pear production regions – such as Cheongju (Chungcheongbuk-do), Cheonan (Chungcheongnam-do), and Sangju (Gyeongsangbuk-do) – resulting in reduced flower bud formation. As a result, the proportion of large-sized fruit is expected to be lower, and the share of misshapen or irregular fruit higher than usual. While overall production volume is abundant, the premium-grade fruit ratio is likely to decline, which may limit profits for pear growers.

In summary, MY 2025/26 represents a recovery in production volume due to improved growing conditions, yet quality variation and smaller fruit size, coupled with the long-term decline in planted area, continue to pose challenges for the Korean pear industry.

In MY 2024/25, Korea’s fresh pear production reached 178,000 MT, representing a 2.9 percent decline compared to the previous marketing year. FAS Seoul had initially projected production of around 202,000 MT due to favorable spring weather that increased fruit set per tree. However, persistent summer heat, sunburn damage in the southern regions, and fruit cracking in the central regions hindered fruit development, resulting in actual production falling below expectations. In particular, during the harvest of the ‘Shingo’ variety, abnormal high temperatures caused browning of the flesh, further contributing to the lower-than-expected production.

*Planted Area*

In MY 2025/26, Korea’s fresh pear planted area is projected at 9,361 hectares (ha), a 0.6 percent decrease from the previous marketing year (9,421 ha), continuing a long-term trend of declining pear acreage. Since 2015, Korea has lost approximately 2,639 ha of pear orchards, a 22 percent reduction, due to an aging farm population, rising labor costs, labor shortages, and conversion of orchard land due to rapid urbanization around pear farm areas.

In particular, the planted area in central regions (Gyeonggi-do and Chungcheong-do provinces) is decreasing rapidly, while the southern regions, such as Naju (Jeollanam-do) and Iksan (Jeollabuk-do), are becoming the new centers of pear production. This change reflects a regional relocation in response to changes in climate, as the central and northern regions increasingly experience spring frost and frequent occurrences of fire blight disease in apple and pear orchards.

**Table 1.**  
**Korea’s Pear Planted Area by Province (Unit: Hectare)**

Korea’s Pear Planted Area by Province (Unit: Hectare)				
Province	MY 2023/24	MY 2024/25	MY 2025/26	
	Cultivated Area (ha)	Cultivated Area (ha)	Cultivated Area (ha)	Change (%)
Gyeonggi-do	1,488	1,458	1,363	-6.5
Chungcheongbuk-do	187	171	162	-5.3
Chungcheongnam-do	2,127	2,134	2,037	-4.5
Gyeongsangbuk-do	986	970	969	-0.1
Gyeongsangnam-do	475	475	470	-1.1
Jeollanam-do	2,710	2,686	2,735	1.8
Jeollabuk-do	788	771	860	11.5
Other Provinces	846	756	765	1.2
<b>Total</b>	<b>9,607</b>	<b>9,421</b>	<b>9,361</b>	<b>-0.6</b>

Source: Ministry of Data and Statistics (MODS)

**Picture 1**  
**Map of the Republic of Korea (South Korea)**



### *Major Pear Varieties*

The main pear variety grown in Korea is ‘Shingo’, which still accounts for over 80 percent of the total pear cultivation area. Most older pear trees, aged 30 years or older, are Shingo, a mid-to-late maturing variety valued for its large size and excellent storage qualities, but vulnerable to pests and diseases. Thus, farmers are increasingly replacing older Shingo trees with early maturing varieties such as ‘Wonhwang’ and newer varieties like ‘Hwanggeum’ and ‘Shinhwa’.

**Table 2.**  
**Korea’s Pear Planted Area by Cultivars (Unit: Hectare)**

Korea’s Pear Planted Area by Cultivars (Unit: Hectare)				
Calendar Year	Singo	Wonhwang	Other	Total
2016	9,429	646	1,269	11,164
2017	9,426	525	949	10,861
2018	8,902	484	917	10,303
2019	8,250	461	904	9,615
2020	7,733	436	922	9,091
2021	8,282	445	948	9,675
2021	8,282	445	948	9,675
2022	8,258	438	984	9,680
2023	8,195	432	980	9,607
2024	7,961	424	1,036	9,421

Source: Ministry of Data and Statistics (MODS)

The early-maturing Wonhwang and Shinhwa varieties allow for harvest as early as August, making them particularly suitable for sales during the Chuseok (Korean Thanksgiving) holiday season in September. The Shinhwa pear variety is also known for strong resistance to frost damage. The Hwanggeum variety has gained popularity for its high sugar content, good storability, and strong disease resistance. Both Shinhwa and Hwanggeum have seen an increase in cultivation area recently due to their superior quality and cultivation stability.

## Consumption

In MY 2025/26, Korea's fresh pear consumption is projected at approximately 180,000 MT, representing an 11 percent increase from the previous year (161,952 MT). This increase is driven by higher domestic production and lower market prices, which have improved consumer access to fresh pears. As a result, Korea's per capita consumption of fresh pears is forecast to reach 3.4 kilograms (kg), up from 3.1 kg in the previous year.

During the July-September 2025 period, the average retail price for fresh pears (per 10 fruits) declined by 44 percent, falling to 35,048 Korean Won (KRW) compared to KRW 62,158 during the same period last year, further stimulating purchasing. At the same time, production of other major summer fruits – including peaches, grapes, and apples – was strong, expanding overall fruit supply and contributing to stable prices.

### Graph 2

**Korea's Average Monthly Retail Price (KRW) for 10 Fresh Pears**



Source: Korea Agro-Fisheries & Food Trade Corporation (aT)

While lower market prices have driven increased consumption so far in MY 2025/26, growers face concerns over reduced profit margins. Even if overall sales volume rises, total income may remain stagnant or decline because the share of high-quality, premium fruit is lower.

Among Korean consumers, fresh pears are not considered a daily fruit like apples, instead primarily consumed or exchanged as gifts during major holidays such as Chuseok in September and Lunar New Year in January-February. Sweetness has become the most important purchasing factor for Korean consumers on par with appearance. The Shingo pear, known for its high sugar content and good storability, remains the preferred variety.

Additionally, the rise of single- and two-person households has increased demand for small-pack products (1–3 pears per pack) in recent years. Online distribution has also expanded rapidly since the COVID-19 pandemic in 2020, and is expected to continue growing as more consumers become accustomed to purchasing fresh produce online. Prior to the COVID-19 pandemic, the online share of fruit sales in Korea was below 20 percent; by 2023, it had risen to approximately 30 percent. This growth was driven by the expansion of mobile shopping and improved accessibility of online distribution channels, which enabled consumers to purchase fruit more conveniently and frequently. Next-day delivery services in the greater Seoul area have also boosted online sales of fresh produce by preserving quality and freshness.

### *Pears for Processing*

The Korean pear industry processes approximately 9,000 to 10,000 metric tons (MT) of fresh pears annually, primarily for juice production. In MY 2025/26, pear use for processing is expected to reach around 10,000 MT due to abundant supplies stemming from favorable weather conditions throughout the year.

## Trade

### *Imports*






Fresh pear imports are not allowed under Korea's existing phytosanitary regulations.

### *Exports*

In MY 2025/26, Korea's fresh pear exports are projected at approximately 20,000 MT, up about 21 percent from the previous marketing year (around 16,500 MT). The recovery in domestic pear production has expanded the volume available for export, while demand in key markets – including the United States, Taiwan, and Southeast Asia – remains steady.

The spread of Korean popular culture and the strengthened K-Food image have enhanced the perception of Korean pears as high-quality fruit in Southeast Asian markets. The United States, which accounts for about 40 percent of total exports, remains Korea's largest market. However, pear industry contacts expressed concern that the 15-percent reciprocal tariff rate on Korean exports to the United States [announced July 31, 2025](#) could weaken the price competitiveness of Korean pears in the U.S. market. As a result, export volumes of the main Shingo variety to the United States may decline somewhat. Nevertheless, growing demand in Southeast Asian markets (especially Vietnam) is expected to sustain overall export growth.

**Table 4.**  
**Comparison of Korean Pears and U.S. / Western Pears**

	<b>Asian (Korean) Pear or Sand Pear</b>	<b>US / Western Pear</b>
<b>Representative Varieties</b>	Singo, Wonhwang, Shinwha, etc.	Bartlett, Anjou, Bosc, etc.
<b>Shape</b>	Round and relatively large	Gourd-shaped, smaller and elongated
<b>Texture</b>	Crisp and firm	Becomes soft and buttery after ripening
<b>Flavor Characteristics</b>	Strong sweetness with little acidity	Sweet with a hint of tartness
<b>Harvest Timing</b>	Harvested when fully ripe on the tree: ready to eat immediately	Harvested unripe; requires post-harvest ripening
<b>Juiciness</b>	Very high moisture content	Becomes juicer after ripening
<b>Usage</b>	Fresh eating, salads, marinades	Desserts, baking, sauces, pures
<b>Distribution &amp; Storage</b>	Firm texture allows up to 3-6 months shelf life in cold storage and good transportability	Requires careful ripening management; sensitive to temperature, with shorter shelf life (1-4 months in cold storage)
<b>Images</b>	<p>Singo &amp; Wonhwang (similar appearance)</p>  	<p>Bartlett</p>  <p>Anjou</p>  <p>Bosc</p> 

## DATA TABLES

**Table 5.**  
**Production, Supply, and Distribution of Fresh Pears**

Pears, Fresh Market Year Begins  Korea, Republic of	2023/2024		2024/2025		2025/2026	
	Jul 2023		Jul 2024		Jul 2025	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted (HA)	9607	9607	9367	9421	0	9361
Area Harvested (HA)	0	0	0	0	0	0
Bearing Trees (1000 TREES)	0	0	0	0	0	0
Non-Bearing Trees (1000 TREES)	0	0	0	0	0	0
Total Trees (1000 TREES)	0	0	0	0	0	0
Commercial Production (MT)	183300	183302	202000	178451	0	200000
Non-Comm. Production (MT)	0	0	0	0	0	0
Production (MT)	183300	183302	202000	178451	0	200000
Imports (MT)	0	0	0	0	0	0
Total Supply (MT)	183300	183302	202000	178451	0	200000
Domestic Consumption (MT)	164500	165017	177000	161952	0	180000
Exports (MT)	18800	18785	25000	16499	0	20000
Withdrawal From Market (MT)	0	0	0	0	0	0
Total Distribution (MT)	183300	183802	202000	178451	0	200000
(HA) ,(1000 TREES) ,(MT)						
OFFICIAL DATA CAN BE ACCESSED AT: <a href="#">PSD Online Advanced Query</a>						

**Table 6.**  
**Korea's Pear Production Situation 1/**

Year	Area (Ha)	Production (MT)	Yield (Kg/0.1 Hectare)
2017	10,861	265,757	2,447
2018	10,303	203,166	1,972
2019	9,615	200,732	2,088
2020	9,091	132,580	1,458
2021	9,675	210,293	2,174
2022	9,680	251,093	2,594
2023	9,607	183,802	1,913
2024	9,421	178,451	1,894
2025 2/	9,361	200,000	2,136

1/ Calendar year basis

2/ Preliminary forecast by Korea Rural Economic Institute (KREI)

Source: Korea Statistical Information Service (KOSIS)

**Table 7.****Korea's Pear Utilization (Unit: MT) 1/**

Year	Total	Fresh	Export	Processing
2019	200,732	164,522	30,710	5,500
2020	132,580	100,624	23,556	8,400
2021	210,293	181,152	21,841	9,500
2022	251,093	214,919	26,274	9,900
2023	183,802	149,059	24,443	10,300
2024 2/	178,451	151,766	16,685	10,000

1/ Calendar year basis

2/ Preliminary forecast by KREI &amp; FAS Seoul

Source: Ministry of Agriculture, Food and Rural Affairs (MAFRA)

**Table 8.****Korea's Pear Production as Ratio of Total Fruit Production**

(Unit: 1,000 MT, Ratio: Percent)

Year	Total Fruits (1,000 MT)	Pear (1,000 MT)	Ratio (%)
2017	2,358	266	11.3
2018	2,160	203	9.4
2019	2,206	201	9.1
2020	1,976	133	6.7
2021	2,109	210	10.0
2022	2,206	251	11.4
2023	1,918	184	9.6
2024	N/A	189	N/A

Source: Korea Statistical Information Service (KOSIS)

**Table 9.****Korea's Per Capita Fruit Consumption (Unit: Kg)**

Korea: Per Capita Fruit Consumption (Unit: Kg)								
Year	Total Fruit	Apple	Pear	Peach	Grape	Persimmon	Citrus	Others
2019	56.6	10.3	3.3	4.1	4.5	1.8	12.1	20.6
2020	51.5	8.1	2.1	3.6	4.3	1.6	12.6	19.1
2021	54.4	9.9	3.6	3.8	4.5	1.3	11.8	19.5
2022	55.0	11.0	4.4	3.7	4.4	1.9	11.8	17.8
2023	49.7	7.7	3.1	3.6	4.4	1.6	11.8	17.5
2024 1/	N/A	8.9	3.1	3.7	4.2	1.8	10.9	N/A

Source: Ministry of Agriculture, Food and Rural Affairs (MAFRA)

1/ Preliminary forecast by KREI &amp; FAS Seoul

**Table 10.****Monthly Korean Pears Exports (Unit: MT)**

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	3,119	878	1,062	485	276	27	2	4,658	3,251	5,720	5,873	5,359
2020	2,626	1,525	1,231	567	195	12	28	1,230	4,359	4,393	4,486	2,904
2021	1,109	333	236	35	10	6	3	2,746	3,091	4,946	5,095	4,231
2022	1,787	635	913	352	103	61	21	4,119	2,890	4,786	5,087	5,439
2023	1,450	2,206	2,212	662	397	193	77	2,805	2,988	3,581	4,762	3,110
2024	1,078	293	99	3	1	0	0	3,453	2,457	4,820	2,980	1,501
2025	465	343	342	108	22	14	44	2,338	3,280	-	-	-

Source: Korea Customs Service &amp; Korea International Trade Association

**Table 11.****Export Matrix for Korean Pears (Sand Pears)**

Export Trade Matrix						
Country: Korea						
Commodity: Commodity: Fresh Pears (HS 0808.30) Unit: MT & US\$1,000						
Exports to	MY 2022/23 (July 2022 – June 2023)		MY 2023/24 (July 2023 – June 2024)		MY 2024/25 (July 2024 – June 2025)	
Country	Volume	Value	Volume	Value	Volume	Value
U.S.	11,161	38,472	9,077	32,330	8,859	33,644
Taiwan	11,082	24,277	5,578	16,358	5,149	16,660
Hong Kong	641	1,692	405	1,278	195	570
Vietnam	4,514	9,240	2,083	5,749	1,047	2,994
Canada	508	1,773	604	2,151	408	1,543
All Others	1,555	4,667	1,038	3,722	841	3,230
Grand Total	29,461	80,121	18,785	61,588	16,499	58,641

Source: Korea Customs Service &amp; Korea International Trade Association

**Table 12.**

**Average Retail Price for Korean “Singo” Pear (Sand pear), Nationwide**  
(Unit: Korean Won per 10 Fruits)

Month	High Quality		Medium Quality	
	CY 2024	CY 2025	CY 2024	CY 2025
Jan.	33,115	44,131	25,558	34,506
Feb.	37,275	48,390	29,392	38,535
Mar.	41,816	46,124	32,402	35,555
Apr.	44,804	46,659	34,679	35,716
May	52,761	44,666	37,902	35,280
Jun.	63,301	40,543	48,536	29,535
Jul.	79,559	39,474	54,462	25,552
Aug.	74,550	37,896	51,568	27,885
Sep.	32,367	27,774	26,059	21,208
Oct.	28,691	-	24,231	-
Nov.	33,694	-	26,320	-
Dec.	38,808	-	30,986	-

Source: Korea Agro-Fisheries & Food Trade Corporation (aT)

**Table 13.**

**Average Wholesale Price for Korean “Singo” Pear (Sand pear), Nationwide**  
(Unit: Korean Won per Kilogram)

Month	High Quality		Medium Quality	
	CY 2024	CY 2025	CY 2024	CY 2025
Jan.	5,048	6,729	4,621	5,549
Feb.	5,592	6,634	5,000	5,482
Mar.	6,921	6,322	6,136	5,284
Apr.	8,215	6,395	7,268	5,260
May	8,963	5,909	8,096	4,774
Jun.	9,674	5,600	8,548	4,633
Jul.	10,906	4,936	9,025	3,956
Aug.	3,537	4,232	3,239	3,368
Sep.	4,142	3,789	3,505	3,134
Oct.	3,631	-	3,125	-
Nov.	5,300	-	4,431	-
Dec.	6,003	-	5,155	-

Source: Korea Agro-Fisheries & Food Trade Corporation (aT)

**Table 14.**  
**Monthly Average Foreign Exchange Rate**  
 (Unit: Korean Won / 1U\$)

Month	2023	2024	2025
Jan.	1247.25	1323.57	1455.79
Feb.	1270.74	1331.74	1445.56
Mar.	1305.73	1330.70	1456.95
Apr.	1320.01	1367.83	1444.31
May	1328.21	1365.39	1394.49
Jun.	1296.71	1380.13	1366.95
Jul.	1286.30	1383.38	1375.22
Aug.	1318.47	1354.15	1389.66
Sep.	1329.47	1334.82	1391.83
Oct.	1350.69	1361.00	-
Nov.	1310.39	1393.38	-
Dec.	1303.98	1434.38	-

Source: Industrial Bank of Korea

**Attachments:**

No Attachments