

Microgreens Market Report by Type (Broccoli, Cabbage, Cauliflower, Arugula, Peas, Basil, Radish, and Others), Farming Method (Indoor Vertical Farming, Commercial Greenhouses, and Others), End Use (Residential, Commercial), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, and Others), and Region 2024-2032

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Report description:

The global microgreens market size reached US\$ 1,650.0 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3,179.3 Million by 2032, exhibiting a growth rate (CAGR) of 7.3% during 2024-2032. The market is experiencing steady growth driven by the increasing consumer awareness of their nutritional benefits, increasing adoption of gourmet cuisine, and the rise of urban agriculture, as health-conscious consumers seek sustainable, locally produced, and flavorful options in the evolving landscape of culinary and dietary preferences.

Microgreens Market Analysis:

Market Growth and Size: The global market is experiencing robust growth, driven by increased consumer awareness of nutritional benefits and a rising preference for fresh, locally sourced produce. The market size continues to expand, propelled by the growing adoption of the product in both residential and commercial settings.

Major Market Drivers: Key drivers include the nutritional richness of the product, their integration into gourmet cuisine, and the trend towards sustainable and urban farming practices. The health-conscious consumer demographic is a significant force behind the market's expansion, with the product appealing to those seeking nutrient-dense and flavorful food options.

Technological Advancements: Technological advancements, particularly in indoor vertical farming and controlled environment agriculture, play a pivotal role in ensuring year-round, high-quality microgreen production. These innovations contribute to the scalability and efficiency of microgreen cultivation, meeting the increasing demand for consistent and premium-quality produce.

Industry Applications: The product finds applications across various industries, with a prominent presence in the culinary sector, including restaurants, hotels, and catering services. Their versatility in flavor profiles and visual appeal makes them a sought-after

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ingredient, enhancing the overall dining experience.

Key Market Trends: Key trends involve the dominance of certain product varieties like broccoli, a shift towards sustainable farming practices, and the integration of the product into everyday diets. The market is witnessing a rise in demand for diverse and unique varieties, reflecting evolving consumer tastes.

Geographical Trends: North America leads the market, driven by a strong culinary culture and advanced agricultural practices. Asia Pacific is experiencing significant growth, propelled by changing dietary preferences, while Europe embraces the products for their nutritional value and sustainability. Latin America and the Middle East show promise as emerging markets.

Competitive Landscape: The competitive landscape is characterized by key players investing in research and development, forming strategic partnerships, and adopting eco-friendly farming methods. Companies are focusing on product diversification, marketing initiatives, and expanding distribution networks to maintain a competitive edge in the market.

Challenges and Opportunities: Challenges include climate limitations for outdoor cultivation and the need for continuous education on the benefits of the product. However, opportunities lie in the untapped potential of emerging markets, the development of new microgreen varieties, and addressing the growing demand for organic and locally sourced produce.

Future Outlook: The future of the market appears promising, with sustained growth anticipated. Continued technological advancements, a focus on sustainability, and the development of novel varieties are expected to shape the market's trajectory. As consumer preferences evolve, companies that adapt to these changes and capitalize on emerging opportunities are likely to thrive in the dynamic market.

Microgreens Market Trends:

Nutritional benefits and health-conscious consumers

The increasing awareness and emphasis on health and nutrition have been a significant driver for the growth of the market. The products are known to be rich in essential nutrients, including vitamins, minerals, and antioxidants. Consumers are becoming more health-conscious and are actively seeking food options that provide maximum nutritional benefits. As they offer a concentrated source of nutrients in a small package, they have gained popularity among those looking to enhance their diet with wholesome and nutrient-dense foods. The rising demand for functional foods that contribute to overall well-being is a key factor propelling the growth of the market.

Growing culinary trends and chefs' endorsement

The products have found favor in the culinary world, with chefs incorporating them into a variety of dishes to enhance flavor, texture, and visual appeal. The vibrant colors, diverse flavors, and delicate textures of the products make them a sought-after ingredient in high-end restaurants and culinary establishments. The endorsement of them by renowned chefs has spurred consumer interest and driven demand. As culinary trends continue to evolve, the integration of the product into innovative and aesthetically pleasing dishes is expected to further fuel market growth.

Urban agriculture and sustainable farming practices

The rise of urban agriculture and the growing popularity of sustainable farming practices have contributed significantly to the expansion of the market. The products are well-suited for cultivation in urban environments, where space may be limited. Their rapid growth cycle and ability to be grown hydroponically or in small containers make them ideal for urban farming initiatives. Additionally, they often require fewer resources such as water and space compared to traditional crops. The increasing focus on sustainability and the desire to reduce the environmental impact of food production have led consumers to prefer locally grown, eco-friendly options, further providing a boost to the market demand.

Microgreens Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional,

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and country levels for 2024-2032. Our report has categorized the market based on type, farming method, end use, and distribution channel.

Breakup by Type:

- Broccoli
- Cabbage
- Cauliflower
- Arugula
- Peas
- Basil
- Radish
- Others

Broccoli accounts for the majority of the market share

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

Broccoli leads the market, driven by its exceptional nutritional profile and widespread consumer appeal. Packed with vitamins, minerals, and antioxidants, they have gained popularity among health-conscious consumers, positioning them as a top choice for those seeking a nutrient-dense addition to their diets.

Cabbage carves a niche in the market with its mild and slightly peppery flavor. Known for their rich nutrient content, including vitamins A and C, as well as their versatility in culinary applications, they attract consumers looking for nutritious and flavorful ingredients.

Cauliflower is gaining traction for its delicate texture and subtle taste. As a versatile ingredient in various dishes, they offer a unique flavor profile, appealing to consumers seeking diversity in their culinary experiences. The increasing demand for plant-based options further contributes to their market growth.

Arugula are characterized by their peppery and distinct flavor, making them a favorite in gourmet cuisine. With a growing trend towards unique and bold taste experiences, they have secured their place in the market, attracting consumers and chefs alike who appreciate their culinary versatility.

Peas stand out for their sweet and crisp taste, providing a delightful addition to salads, sandwiches, and various dishes. As a source of protein, fiber, and vitamins, they cater to health-conscious consumers seeking a nutritious and flavorful alternative to their meals.

Basil microgreen, known for its aromatic and fresh flavor, has found a strong market presence. With applications in both savory and sweet dishes, they appeal to consumers looking to elevate the taste and visual appeal of their meals, contributing to their steady growth in the market.

Radish microgreen brings a unique peppery kick to the market, offering a distinctive flavor profile that enhances various culinary creations. With their vibrant colors and nutritional benefits, they are gaining popularity among consumers who seek both taste and health benefits in their food choices.

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Breakup by Farming Method:

- Indoor Vertical Farming
- Commercial Greenhouses
- Others

Indoor vertical farming holds the largest share of the industry

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. According to the report, indoor vertical farming accounted for the largest market share.

Indoor vertical farming takes the lead in the market, leveraging controlled environments to optimize growth conditions. This method allows for year-round production, minimizing the impact of external factors such as weather. The precision control of light, temperature, and humidity results in consistently high-quality microgreen, meeting the demand for fresh and locally sourced produce. Indoor vertical farming's sustainability, reduced land footprint, and efficient resource utilization contribute to its dominance in the market.

Commercial greenhouses play a significant role in the market, offering a balance between controlled cultivation and scale. These greenhouses provide a controlled environment for microgreen cultivation, utilizing natural sunlight and controlled ventilation. While seasonal variations may impact production, commercial greenhouses are favored for their cost-effectiveness and suitability for large-scale operations. They contribute to meeting the growing demand for the product, particularly in regions where outdoor cultivation faces limitations.

Breakup by End Use:

- Residential
- Commercial

Commercial represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the end use. This includes residential and commercial. According to the report, commercial represented the largest segment.

Commercial end use dominates the market as businesses in the culinary and food service industries integrate these nutrient-dense greens into their offerings. Restaurants, hotels, and catering services leverage the product to enhance the visual appeal and flavor profile of dishes, catering to the evolving tastes of discerning consumers. The demand for the product in the commercial sector is driven by chefs and food establishments seeking to elevate their culinary creations, contributing to the overall growth of the market.

While residential usage of the product is growing, the commercial sector currently leads the market. In residential settings, health-conscious consumers are increasingly incorporating the product into home-cooked meals for their nutritional benefits and culinary versatility. The ease of growing the product at home further contributes to residential adoption. As awareness continues to spread, residential demand is expected to rise, creating a more balanced market landscape over time.

Breakup by Distribution Channel:

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Supermarkets and Hypermarkets

Retail Stores

Others

Retail stores represent the leading market segment

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, retail stores, and others. According to the report, retail stores represented the largest segment.

Retail stores emerge as the leading distribution channel in the market, encompassing grocery stores, specialty food stores, and local markets. The convenience and accessibility offered by retail outlets contribute to their dominance, making the product readily available to a broad consumer base. Retail stores cater to the increasing demand from consumers seeking fresh and healthy produce, providing a platform for both established brands and local growers to showcase and distribute their diverse range of products.

Supermarkets and hypermarkets play a significant role in the distribution of the product, providing a wide range of options to consumers in a one-stop-shopping environment. These large-scale retail establishments often source the product from various suppliers, ensuring a consistent supply for consumers. The convenience of finding the product alongside other grocery items contributes to their market share. While slightly behind retail stores, supermarkets, and hypermarkets remain crucial players in meeting the growing demand for the product on a larger scale.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

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North America leads the market, accounting for the largest microgreens market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America dominates the market, driven by a combination of heightened health awareness, a strong culinary culture, and a well-established agricultural sector. The region's consumers are increasingly seeking fresh and nutritious food options, contributing to the popularity of the product in both residential and commercial settings. The advanced farming technologies, including indoor vertical farming, prevalent in North America ensure consistent and high-quality production, further fueling the market's growth. Additionally, a robust distribution network, with the product readily available in supermarkets, restaurants, and farmers' markets, has solidified North America's position as a key player in the global market.

The Asia Pacific region is experiencing significant growth in the market, driven by changing dietary preferences, increasing urbanization, and a rising awareness of health and wellness. Countries like China and India are witnessing a rise in the product demand due to their versatility in Asian cuisines and the growing popularity of salads and health-focused meals. The region's diverse climate allows for year-round cultivation, contributing to the availability of a larger product variety. As the awareness of the nutritional benefits of microgreens continues to spread, coupled with the region's large and diverse consumer base, Asia Pacific is poised for continued expansion in the market.

Europe plays a significant role in the global market, with consumers placing a premium on fresh, locally sourced, and nutritionally rich foods. The culinary heritage of many European countries has contributed to the integration of fresh produce in a variety of dishes. Sustainable farming practices, including organic cultivation, resonate with European consumers, are further providing a boost to the market. The presence of well-established greenhouse facilities and a strong focus on organic and sustainable agriculture position Europe as a key contributor to the global market.

Latin America is emerging as a growing market, with increasing consumer awareness of their health benefits and a rich culinary tradition that embraces fresh and flavorful ingredients. Countries like Mexico and Brazil are witnessing a rise in demand for fresh agricultural produce, especially in urban areas where health-conscious consumers are seeking convenient and nutritious food options. The favorable climate conditions in parts of Latin America support year-round cultivation, contributing to a steady supply of microgreens and fostering the market's expansion in the region.

The Middle East and Africa region are experiencing a gradual but notable growth in the market, driven by a combination of factors such as a growing population, urbanization, and an increasing focus on healthier eating. Despite challenges posed by arid climates, there is a rising adoption of controlled environment agriculture, including indoor farming methods. The demand for fresh and premium produce in the Middle East, coupled with a growing awareness of the nutritional benefits of microgreens, is contributing to the market's development in the region.

Leading Key Players in the Microgreens Industry:

The key players in the market are driving growth through strategic initiatives that capitalize on increasing consumer demand for fresh, nutrient-rich, and sustainably sourced produce. These companies are investing significantly in research and development to enhance cultivation techniques, optimize yield, and expand the range of available microgreen varieties. Furthermore, partnerships with distributors, supermarkets, and restaurants are facilitating wider market penetration and ensuring a consistent supply chain. The emphasis on eco-friendly and innovative farming practices, such as vertical farming and hydroponics, is a common trend among key players, aligning with the global push towards sustainable agriculture. Additionally, aggressive marketing campaigns

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and product diversification are helping these companies to not only meet the current demand but also shape consumer preferences, contributing to the overall expansion of the market.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

- 2BFresh (Teshuva Agricultural Projects Ltd.)
- AeroFarms
- Bowery Farming Inc.
- Farmbox Greens LLC (Charlie's Produce)
- Fresh Origins
- GoodLeaf Farms (TruLeaf)
- Gotham Greens
- Living Earth Farm
- Madar Farms
- Metro Microgreens
- The Chef's Garden Inc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:

- September 12, 2022: AeroFarms started operations in a nearly 140,000-square-foot indoor farming facility.
- February 27, 2023: GoodLeaf Farms (TruLeaf) partnered with Unfold partner to develop premium quality leafy greens.
- November 15, 2023: Gotham Greens launched its new line of salad kits, available in three popular varieties: Green Goddess, Southwest Ranch, and Caesar.

Key Questions Answered in This Report

1. What was the size of the global microgreens market in 2023?
2. What is the expected growth rate of the global microgreens market during 2024-2032?
3. What has been the impact of COVID-19 on the global microgreens market?
4. What are the key factors driving the global microgreens market?
5. What is the breakup of the global microgreens market based on the type?
6. What is the breakup of the global microgreens market based on the farming method?
7. What is the breakup of the global microgreens market based on the end use?
8. What is the breakup of the global microgreens market based on the distribution channel?
9. What are the key regions in the global microgreens market?
10. Who are the key players/companies in the global microgreens market?

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