

**India Hydroponics Market Assessment, By Technology Type [Deep Water Culture, Nutrient Film Technique, Drip Irrigation, Aeroponics, Ebb and Flow, Wick System, Others], By Crop Type [Vegetables, Fruits, Flowers, Others], By Farming Method [Indoor, Outdoor], By Region, Opportunities and Forecast, FY2018-FY2032F**

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**Report description:**

India hydroponics market is projected to witness a CAGR of 14.94% during the forecast period FY2025-FY2032, growing from USD 1.33 billion in FY2024 to USD 4.05 billion in FY2032. The demand from the population for fresh, chemical-free fruits and vegetables and sustainable agriculture practices that are being adopted vigorously by the farmers are the key factors contributing to the growth of the hydroponics market in India.

In hydroponic farming, the growth of many crops, such as leafy greens, vegetables, and herbs, among others, can be carried out any month of the year without the use of agricultural land, thus alleviating the dangers that come with commercial farming, which include soil erosion and weather changes. Most cities are adopting this technique due to limited land availability and increasing demand from the population that prefers wholesome organic food without pesticides.

Additionally, the advantages of this farming method are enhanced by the government's support through programs aimed at achieving sustainable development and technological advancements in hydroponic farming systems. However, its potential is hindered by several factors, including the capital-intensive nature of the projects and the technical know-how required.

While many startups and agritech-oriented ventures are escalating innovation and education in hydroponics, India is becoming an upcoming player in the global hydroponics market. In fact, in August 2023, Nailesh Kanaksi Khimji (NKK) Investments strategically partnered with UrbanKisaan Farms Private Limited to revolutionize hydroponic agricultural methods in Saudi Arabia, the United Arab Emirates, and Oman to produce more with fewer resources by utilizing hydroponics and vertical farming, which will allow them to make informed investments in future.

Since the urbanization rate is always increasing and the consumers' tastes have been changing to a preference for sustainable food products, hydroponic farming will be a major factor in the transformation of agriculture in India to sustain its food security.

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### Supportive Government Initiatives to Fuel Market Growth

The state's encouraging policies considerably strengthen the development of the hydroponics sector in India in favor of eco-friendly agricultural practices. The Government of India has brought forth several support schemes and financial assistance mechanisms for the farmers so as to switch towards hydroponic modes of farming. For instance, the National Horticulture Board (NHB) provides generous subsidies, which could be as much as 50% of the cost of installation of the hydroponic system, depending on the state.

Additionally, in October 2024, the Union Government announced to incorporate hydroponics to its agricultural strategy, along with aquaponics, precision agriculture, and vertical farming, under the Mission for Integrated Development of Horticulture (MIDH), which is a Central Sponsored Scheme (CSS) that facilitates the growth of fruits, vegetables, root and tuber crops, mushrooms, spices, flowers, aromatic plants, coconut, cashew, cocoa, and bamboo. The process of revising the cost norms and operational guidelines by MIDH was started by the Ministry of Agriculture and Farmers' Welfare, wherein the cost norms are expected to rise by 20%.

Along with these initiatives, training programs and materials are in place to educate the farmers about the different hydroponic methods and technologies and improve their efficiency in their work.

### Public Investments to Catalyze Market Expansion

Public investments are said to be a determining factor in the development of the hydroponics sector in India. The authorities have appreciated the ability of hydroponics to cope with the problem of food and promote sustainable forms of agriculture, hence, increasing budgetary allocations for this industry. Programs such as the National Horticulture Board's provision of grants for hydroponic cultivation go a long way in helping farmers since the cost hindrances are greatly reduced, and it becomes possible for them to utilize such advanced farming practices. Moreover, companies are coming up with the launch of innovative fintech platforms to invite common people to invest in their businesses. For instance, in September 2024, Brio Agri Producer Company Ltd. launched an innovative fintech investment platform to raise investments in its hydroponics business. It is India's first fixed-return digital platform for investment, guaranteeing annual returns of up to 18%.

Such investments help to promote innovation and bring along the ecosystem that helps in the growth of startups and agritech companies working towards hydroponic solutions. Considering the surge in urbanization, the public sector and common people must invest to ensure that the demand for fresh and local produce is met through hydroponics technology for a better and more sustainable agricultural system in India.

### South India to Dominate Market Share

South India has actively tapped the hydroponics market largely due to good weather patterns, urbanization, and an increase in innovative farms. Hyderabad, Bangalore, and Chennai are some of the cities leading this agricultural revolution, and there are many hydroponic farms in these regions. This region's controlled environmental agriculture (CEA) climate is crucial in facilitating the productivity turnaround with the hydroponic systems in particular. Furthermore, the increasing urban population, coupled with the increasing middle class, is observing a shift towards consumption of fresh produce sourced locally, reducing the ecological impact. This further makes hydroponics an attractive solution for meeting the demands of these consumers.

The growth of start-ups, along with small and medium enterprises in southern India, is helping in healthy competition and innovation in the sector. These startups serve the purpose of creating a buzz about hydroponic farming and proving it to be a sustainable form of agricultural practice. Individuals in South India are taking innovation in hydroponics to newer heights. In light of this, in October 2024, a Mangalore-based entrepreneur was featured in Forbes India for his innovative approaches in the field of agriculture. With an estimated net worth of USD 700 million, he became a mainstay in modernizing agriculture, particularly with his invention of hydroponic saffron farming.

### Future Market Scenario (FY2025 - FY2032F)

-□ The constant developments in hydroponic technology, such as automation, integration of IoT, and climate control systems, are anticipated to improve the performance and output levels. These developments will significantly lower the barriers to entry into hydroponic farming.

-□ The increasing understanding and knowledge among consumers about the advantages of consuming hydroponically grown food, with enhanced nutritional value and low use of pesticides, is expected to propel growth.

-□ The Indian government is expected to promote hydroponics actively by providing various subsidies, training programs, and

research work aimed at food security and helping small farmers. This support will be crucial in dealing with challenges and encouraging innovation in the sector.

#### Key Players Landscape and Outlook

The hydroponics market in India comprises a wide gamut of players, ranging from startups to established agritech companies and research infirmaries. These players are facilitating the introduction and application of hydroponic systems in different regions, especially in the urban zones where there is a high land shortage but a high demand for fresh fruits and vegetables.

Educational and research centers drive initiatives by working with the business sector to create customized hydroponic systems for a specific climate and varied farming areas. This cooperation encourages the development of new technologies in nutrient distribution, environmental management, and crop growing practices. Furthermore, the government's efforts to promote eco-friendly farming add a positive dimension to these players as they provide financial aid and technical support to foster hydroponics.

Furthermore, companies are taking the initiative to educate people about hydroponics by conducting workshops and seminars offline and online. For instance, in November 2022, Rise Hydroponics, owned by Rise Innovative Solutions LLP, conducted a two-day face-to-face training workshop on basics to advance hydroponics/soilless farming at the Rise R&D Hydroponics Farm in Ahmedabad. The workshop, which more than 50 participants attended, addressed technical, operational, and financial dimensions of Controlled Environment Agriculture, along with aspects such as marketing and selling of crops produced hydroponically. Given that consumers are becoming increasingly aware of the advantages of produce grown using hydroponics, the market is likely to grow further. There is a growing emphasis on the usage of sustainable practices and technology, coupled with enabling policies, making the hydroponics market an important part of India's agricultural landscape and promising better food security and economic development.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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