

Microgreens - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Microgreens Market size is estimated at USD 261.50 billion in 2025, and is expected to reach USD 356.60 billion by 2030, at a CAGR of 6.4% during the forecast period (2025-2030).

Key Highlights

- Microgreens are small, tender vegetable greens used to enhance the color, texture, and flavor of various dishes, including pasta, pizza, omelets, and salads. Their robust aromatic flavor, diverse range of colors, and textures make them popular in culinary applications. Consuming microgreens is associated with health benefits such as weight management, prevention of chronic medical conditions, immunity boosting, and mental health improvement.
- The global trend towards healthier eating habits and increased nutritional awareness continues to drive the microgreens market. Consumers, particularly in urban areas, have become more informed about the high nutrient density of microgreens compared to their mature counterparts. A study published in the International Journal of Home Science found that microgreen varieties contained up to 40 times more nutrients than their mature plant equivalents. Consequently, major supermarket chains in countries such as the United States, United Kingdom, and Australia have expanded their microgreens offerings.
- To meet the growing demand, investments are being made in advanced hydroponic systems that utilize artificial intelligence and smart sensors to optimize growth conditions. As a result, there is significant growth in greenhouse hectares for cultivation. For instance, according to the European Commission, the area under greenhouses in Spain reached 25,000 ha and in Italy 18,500 ha in 2023. Companies like Freight Farms are maximizing output by integrating microgreens into their production cycles in vertical farms, utilizing existing space. These microgreens can yield between 0.001 to 0.002 metric tons per tray, generating significant revenue.
- While greens and herbs or microgreens are among the most profitable crops, the limited varieties available for indoor farming may restrict market growth. Although hydroponics farming holds significant potential, its progress and adoption in agriculture

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have been relatively slow.

- Broccoli, lettuce, arugula, and basil are among the essential microgreens cultivated worldwide using hydroponics and vertical farming techniques. The demand for microgreens is increasing in developed countries, as they can be cultivated indoors throughout the year. According to the United States Fresh Produce Association, the likelihood of consumers purchasing broccoli microgreens increases with income and age. With a growing population, microgreens offer a nutritious and sustainable means to diversify the food supply, which is expected to drive market growth.

Microgreens Market Trends

Rise in Adoption of Indoor Farming

- The increasing global population has led to a rise in food demand, prompting farmers to adopt high-tech methods like indoor farming due to the decrease in productive land. Concurrently, growing health consciousness has encouraged people to consume nutrient-rich diets, further promoting the adoption of indoor farming practices.
- The increased acceptance of agricultural mechanization and advanced knowledge of high-tech farming techniques such as hydroponics, aeroponics, and aquaponics are expected to drive the expansion of the microgreens industry. As consumers worldwide shift towards healthier diets, the demand for microgreens is increasing, with production expected to rise in the coming years. This growing adoption of protected cultivation has contributed to moderate market growth.
- The culinary industry has incorporated microgreens for their flavor enhancement and visual appeal. Chefs increasingly utilize microgreens as garnishes or key ingredients, boosting their popularity in restaurants and among home cooks. This trend is reinforced by consumer education initiatives that emphasize the versatility and health benefits of microgreens, further promoting the adoption of microgreen farms.
- In Canada, greenhouse vegetable production, including microgreens, has seen a steady increase, with the multi-decade growth trend expected to continue. Notably, in 2023, provinces such as Ontario and British Columbia led in harvested areas of greenhouse-grown vegetables, with 1,590 hectares and 340 hectares, respectively.

North America is the Largest Market for Microgreens

- North America held the largest share of the microgreens market in 2023. Increased awareness of health benefits and balanced diets has led people in this region to incorporate green vegetable salads and organic-based food items, including microgreens, into their diets, expanding the market. United States growers have achieved large-scale microgreens production through improved indoor and vertical farming practices.
- Most North American microgreens production occurs in controlled environment agriculture facilities, with major urban centers like New York, Toronto, and Chicago at the forefront. The market has attracted significant venture capital investment, indicating strong growth potential. In March 2023, Canada's first hands-free vertical farm opened in British Columbia, utilizing touchless technology from seeding to harvest.
- Consumer awareness and health consciousness have significantly influenced the growth of the microgreens market in the USA. The United States Department of Agriculture reported that the average United States household's spending on vegetables increased by over 23% between 2019 and 2023. As consumers prioritize healthy eating and seek functional foods, the demand for microgreens has risen, establishing them as a premium, health-focused product in the market.
- Many retailers in the United States supply "Certified Naturally Grown" microgreen seeds to local restaurants and farmers, which can be grown hydroponically and through vertical farming. Canadian farmers prefer indoor agriculture over greenhouse farming for microgreens cultivation due to lighting requirements. Indoor production reduces many pest and disease issues associated with

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outdoor growing. Consequently, farmers are entering this market to meet the increasing global demand for microgreens.

Microgreens Industry Overview

The microgreens market is fragmented and highly competitive due to the presence of international and regional players. The key players in the microgreens market include Farmbox Greens LLC, The Chef's Garden Inc., Aerofarms LLC, Living Earth Farms, and Good Leaf Farms. These players are adopting product launches and expansion as key strategies for growth in the microgreens market.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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