

United States Microgreens Market Report and Forecast 2025-2034

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Report description:

The United States microgreens market size is projected to grow at a CAGR of 10.40% between 2025 and 2034.

Microgreens are young vegetable greens that are 2.5-7.5 cm tall and require natural sunlight with low humidity and good air circulation. The growing popularity of microgreens in gourmet and culinary applications is one of the drivers contributing to the demand for microgreens in the country. The United States microgreens market growth can be ascribed to various factors, including increasing consumer awareness of health benefits, rising demand for organic and locally grown food, and expanding indoor and vertical farming practices.

Furthermore, the trend of home gardening and DIY microgreens kits is gaining popularity, which can lead to United States microgreens market development. Some popular home gardening and microgreens kits in the US include Back to the Roots Organic 3-Pack Microgreens Kit and AeroGarden MicroGreen Kit. These kits make it easy for home gardeners to grow their own microgreens and incorporate them into their meals.

Amongst the various types of farming, indoor farming is one of the most popular and profitable methods of producing microgreens as it offers several advantages, such as reduced risk of pests, diseases, and weather fluctuations, lower transportation and storage costs, and higher shelf life. Some of the leading indoor farming companies use advanced technologies, such as hydroponics, aeroponics, and aquaponics, to grow microgreens. In September 2022, AeroFarms unveiled the largest Aeroponic Smart Farm in the world in Virginia, which produces more than 3 million pounds of fresh leafy greens annually.

Commercial greenhouses have also captured the fastest growing United States microgreens market share, as it offers several advantages over indoor and vertical farming, such as lower capital and operational costs, higher utilisation of natural resources and renewable energy, and higher compatibility with organic and biodynamic farming practices. Some of the leading commercial greenhouse companies use various technologies, such as hydroponics, fertigation, and automation, to grow microgreens in large-scale greenhouses, which can increase the market size in future.

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Market Segmentation

United States Microgreens Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Breakup by Type:

- Broccoli
- Lettuce and Chicory
- Basil
- Fennel
- Carrots
- Radish
- Arugula
- Beets
- Others

Breakup by Farming:

- Indoor Farming
- Vertical
- Commercial Greenhouse

Breakup by Distribution Channel:

- Retail Stores
- Online
- Others

Breakup by Region:

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Competitive Landscape

The United States microgreens market key players are:

- Charlie's Produce
- Metro Microgreens

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- AeroFarms, LLC
- Quantum Microgreens
- Gotham Greens Holdings, PBC,
- Fresh Origins
- The Chef's Garden, Inc.
- Arizona Microgreens
- Emerald Gardens
- Pure Microgreens LI, Inc.
- Others

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