

Microgreens Market by Type (Broccoli, Cabbage, Cauliflower, Arugula, Peas, Basil, Radish, Cress and Others), Farming (Indoor Vertical Farming, Commercial Greenhouses and Others) Distribution Channel (Retail Stores, Farmers Market and Others) and End User (Residential and Commercial): Global Opportunity Analysis and Industry Forecast 2021–2028

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Abstracts

The microgreens market size was valued at \$1,276.0 million in 2019, and is estimated to reach \$2,049.3 million by 2028, registering a CAGR of 11.1% from 2021 to 2028.

According to various crop scientists, for instance, Francesco Di Gioia, Ph.D., Assistant Professor of Vegetable Crop Science at the Penn State College of Agricultural Sciences, “Microgreens are an innovative category of vegetables harvested as tender immature greens”. Microgreens are also known as “vegetable confetti” as it is tiny, beautiful greens characterized by a variety of colors and shapes. Microgreens has been gaining major traction among the health-conscious people as it is the considerable amount of potassium, iron, zinc, magnesium, copper vitamin K, vitamin C, vitamin E, lutein, and beta-carotene. According to the U.S. National Library of Medicine, microgreens have high nutrient content than mature vegetables.

COVID-19 pandemic is negatively affecting the growth of the microgreens market and this negative growth is temporary. Growth in vaccination and lockdown practices is expected to decree the spread of corona virus, which supports the microgreens market to regain its position. Grocery stores, farmers market, and restaurants are major selling

points of the microgreens, which are completely shut down during the lockdown period.

Indoor vertical farming and greenhouse farming methods are majorly used for the cultivation of the microgreens as it requires specific temperature and humidity for its required healthy growth. Indoor vertical farming has been gaining major traction in the cultivation of the high-valued crops, owing to benefits associated such as require less land and water, no season bound, environment friendly, and increase productivity. Growth in area under protected cultivation and adoption of the advanced technology by the farmers is likely to favor the growth of the microgreens market during the forecast period.

However, lack of skilled labor and high investment cost are considerably expected to hinder the growth of the microgreens market during the forecast period. Furthermore, lack of awareness regarding the health benefits of microgreens and high retail prices further hamper the growth of the global market.

The microgreens market is segmented on the basis of type, farming, distribution channel, end user, and region. On the basis of type, the market is categorized into broccoli, cabbage, cauliflower, arugula, peas, basil, radish, cress and others. By farming, it is segregated into indoor vertical farming, commercial greenhouses and others. According to distribution channel, it is divided into retail stores, farmers market and others. By end user, market is segmented into residential and commercial. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Russia, Spain, Italy, France, Germany, UK, Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia and Rest of Asia-Pacific), and LAMEA (Latin America, Middle East, Africa).

The major players operating in the market are AeroFarms, Fresh Origins, Gotham Greens, Madar Farms, 2BFresh, The Chef's Garden Inc., Farmbox Greens LLC, Living Earth Farm, GoodLeaf Farms, and Bowery Farming.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global microgreens market, with current and future trends to elucidate the imminent investment pockets in the market.

The report provides information regarding drivers, restraints, and opportunities

with impact analysis.

A quantitative analysis from 2019 to 2027 is provided to showcase the financial competency of the market.

Porter's five forces model of the industry illustrates competitiveness of the market by analyzing various parameters such as threat of new entrants, threat of substitutes, bargaining power of the buyers, and bargaining power of the suppliers operating in the market.

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain.

Competitive intelligence highlights business practices followed by leading market players across various regions.

KEY MARKET SEGMENTS

By Type

Broccoli

Cabbage

Cauliflower

Arugula

Peas

Basil

Radish

Cress

Others

By Farming

Indoor Vertical Farming

Commercial Greenhouses

Others

By Distribution Channel

Retail Stores

Farmers Market

Others

By End User

Residential

Commercial

By Region

North America

U.S.

Canada

Mexico

Europe

Russia

Spain

Italy

France

Germany

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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