

# **Global Kale Microgreen market Size study & Forecast, by Product (Glen Kale Microgreen, Red Russian Kale Microgreen), by Farming (Indoor Vertical Farming, Commercial Greenhouses, Others), by Distribution Channel (Retail Stores, Farmers Market, Grocery Stores, Restaurants, and Others) and Regional Analysis, 2022-2029**

<https://marketpublishers.com/r/GEE2246B74A9EN.html>

Date: April 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GEE2246B74A9EN

## **Abstracts**

Global Kale Microgreen market is valued at approximately USD 12.57 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 7.20% over the forecast period 2022-2029. Kale Microgreen are edible and leafy vegetables. It's easy to grow and eat due to its wide span of health benefits. Kale microgreens are rich in nutrients such as vitamins A, B6, C, E, K, carotenoids, and minerals. The increasing demand for nutritional foods and technological development in indoor vertical farming are key factors accelerating the market growth over the forecast period.

The growing emergence of indoor vertical farming and greenhouse farming is a significant factor in the growth of the kale Microgreen market over the forecast period. For instance, according to Statista- 2019, the worldwide market for indoor vertical farming was valued at USD 14.3 billion and is projected to reach USD 25 billion by 2027. Also, increasing the Usage Of kale Microgreen in the personal care industry and rising consumer awareness of consuming fresh and high-quality food is expected to drive the market growth. However, High initial investments, high production costs, and a lack of distribution channels are limiting the growth of the kale microgreen market.

The key regions considered for the Kale Microgreen market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated

the kale microgreens market and is expected to sustain its dominance throughout its forecast period. The U.S. has been gaining a major share of the North American market and is expected to sustain its share during the forecast period. Europe is expected to grow with the highest CAGR during the forecast period, owing to factors such as growing technological development in indoor vertical farming.

Major market player included in this report are:

True Leaf Market Seed Comp

Farmbox Greens

AeroFarms

The Chef's Garden Inc.

Goodleaf Farms

Gotham Greens

Madar Farms

2BFresh

Bowery Farming, Inc.

Syngenta Group Co., Ltd.

Recent Developments in the Market:

In December 2021, Indoor farming pioneer company Gotham Green opened a hydroponic greenhouse in the U.S. and this expansion will increase its total production to 40 million heads of lettuce and herbs.

In October 2021 AeroFarms expanded its distribution network in the New England and Northeast including New Jersey, Connecticut, Massachusetts, New York and Rhode Island, with the launch of more than 350 Stop & Shop stores.

In December 2020 Precision Indoor Plants partnered with Aerofarms for the Lettuce Project. This project will increase its flavor and nutrition for consumers while also reducing food waste and increasing profits for farmers.

Global Kale Microgreen Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, Farming, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Product:**

Glen Kale Microgreen,  
Red Russian Kale Microgreen

**By Farming**

Indoor Vertical Farming  
Commercial Greenhouses  
Others

**By Distribution Channel:**

Retail Stores  
Farmers Market  
Grocery Stores  
Restaurants  
Others

**By Region:**

North America  
U.S.  
Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE  
Asia Pacific

China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
  - 1.2.1. Kale Microgreen Market, by Region, 2019-2029 (USD Billion)
  - 1.2.2. Kale Microgreen Market, by Product, 2019-2029 (USD Billion)
  - 1.2.3. Kale Microgreen Market, by Farming, 2019-2029 (USD Billion)
  - 1.2.4. Kale Microgreen Market, by Distribution Channel, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL KALE MICROGREEN MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL KALE MICROGREEN MARKET DYNAMICS**

- 3.1. Kale Microgreen Market Impact Analysis (2019-2029)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increased spending on high end meal
    - 3.1.1.2. Increasing Penetration of indoor Farming
  - 3.1.2. Market Challenges
    - 3.1.2.1. High initial investments
    - 3.1.2.2. High production costs and a lack of distribution channels
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Use Of kale microgreen in personal care industry
    - 3.1.3.2. Increase usage in Restaurants and Hotels

### **CHAPTER 4. GLOBAL KALE MICROGREEN MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
- 4.4. Investment Adoption Model
- 4.5. Analyst Recommendation & Conclusion
- 4.6. Top investment opportunity
- 4.7. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL KALE MICROGREEN MARKET, BY PRODUCT**

- 6.1. Market Snapshot
- 6.2. Global Kale Microgreen Market by Product, Performance - Potential Analysis
- 6.3. Global Kale Microgreen Market Estimates & Forecasts by Product 2019-2029 (USD Billion)
- 6.4. Kale Microgreen Market, Sub Segment Analysis
  - 6.4.1.1. Glen Kale Microgreen
  - 6.4.1.2. Red Russian Kale Microgreen

## **CHAPTER 7. GLOBAL KALE MICROGREEN MARKET, BY FARMING**

- 7.1. Market Snapshot
- 7.2. Global Kale Microgreen Market by Farming, Performance - Potential Analysis
- 7.3. Global Kale Microgreen Market Estimates & Forecasts by Farming 2019-2029 (USD Billion)
- 7.4. Kale Microgreen Market, Sub Segment Analysis
  - 7.4.1. Indoor Vertical Farming

7.4.2. Commercial Greenhouses

7.4.3. others

## **CHAPTER 8. GLOBAL KALE MICROGREEN MARKET, BY DISTRIBUTION CHANNEL**

8.1. Market Snapshot

8.2. Global Kale Microgreen Market by Distribution Channel, Performance - Potential Analysis

8.3. Global Kale Microgreen Market Estimates & Forecasts by Distribution Channel 2019-2029 (USD Billion)

8.4. Kale Microgreen Market, Sub Segment Analysis

8.4.1. Retail Stores

8.4.2. Farmers Market

8.4.3. Grocery Stores

8.4.4. Restaurants

8.4.5. others

## **CHAPTER 9. GLOBAL KALE MICROGREEN MARKET, REGIONAL ANALYSIS**

9.1. Kale Microgreen Market, Regional Market Snapshot

9.2. North America Kale Microgreen Market

9.2.1. U.S. Kale Microgreen Market

9.2.1.1. Product breakdown estimates & forecasts, 2019-2029

9.2.1.2. Farming breakdown estimates & forecasts, 2019-2029

9.2.1.3. Distribution Channel breakdown estimates & forecasts, 2019-2029

9.2.2. Canada Kale Microgreen Market

9.3. Europe Kale Microgreen Market Snapshot

9.3.1. U.K. Kale Microgreen Market

9.3.2. Germany Kale Microgreen Market

9.3.3. France Kale Microgreen Market

9.3.4. Spain Kale Microgreen Market

9.3.5. Italy Kale Microgreen Market

9.3.6. Rest of Europe Kale Microgreen Market

9.4. Asia-Pacific Kale Microgreen Market Snapshot

9.4.1. China Kale Microgreen Market

9.4.2. India Kale Microgreen Market

9.4.3. Japan Kale Microgreen Market

9.4.4. Australia Kale Microgreen Market

- 9.4.5. South Korea Kale Microgreen Market
- 9.4.6. Rest of Asia Pacific Kale Microgreen Market
- 9.5. Latin America Kale Microgreen Market Snapshot
  - 9.5.1. Brazil Kale Microgreen Market
  - 9.5.2. Mexico Kale Microgreen Market
- 9.6. Rest of The World Kale Microgreen Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. True Leaf Market Seed Company
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary
    - 10.2.1.5. Recent Developments
  - 10.2.2. Farmbox Greens
  - 10.2.3. AeroFarms
  - 10.2.4. The Chef's Garden Inc.
  - 10.2.5. Goodleaf Farms
  - 10.2.6. Gotham Greens
  - 10.2.7. Madar Farms
  - 10.2.8. 2BFresh
  - 10.2.9. Bowery Farming , Inc.
  - 10.2.10. Syngenta Group Co., Ltd

## **CHAPTER 11. RESEARCH PROCESS**

- 11.1. Research Process
  - 11.1.1. Data Mining
  - 11.1.2. Analysis
  - 11.1.3. Market Estimation
  - 11.1.4. Validation
  - 11.1.5. Publishing
- 11.2. Research Attributes
- 11.3. Research Assumption



## List Of Tables

### LIST OF TABLES

TABLE 1. Global Kale Microgreen Market, report scope

TABLE 2. Global Kale Microgreen Market estimates & forecasts by Region 2019-2029 (USD Billion)

TABLE 3. Global Kale Microgreen Market estimates & forecasts by Product 2019-2029 (USD Billion)

TABLE 4. Global Kale Microgreen Market estimates & forecasts by Farming 2019-2029 (USD Billion)

TABLE 5. Global Kale Microgreen Market estimates & forecasts by Distribution Channel 2019-2029 (USD Billion)

TABLE 6. Global Kale Microgreen Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 7. Global Kale Microgreen Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 8. Global Kale Microgreen Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 9. Global Kale Microgreen Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 10. Global Kale Microgreen Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 11. Global Kale Microgreen Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 12. Global Kale Microgreen Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 13. Global Kale Microgreen Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 14. Global Kale Microgreen Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 15. Global Kale Microgreen Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 16. U.S. Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 17. U.S. Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 18. U.S. Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 19. Canada Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 20. Canada Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 21. Canada Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 22. UK Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 23. UK Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 24. UK Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 25. Germany Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 26. Germany Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 27. Germany Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 28. France Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 29. France Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 30. France Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 31. Italy Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 32. Italy Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 33. Italy Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 34. Spain Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 35. Spain Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 36. Spain Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 37. RoE Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 38. RoE Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 39. RoE Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 40. China Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 41. China Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 42. China Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 43. India Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 44. India Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 45. India Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 46. Japan Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 47. Japan Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 48. Japan Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 49. South Korea Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 50. South Korea Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 51. South Korea Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 52. Australia Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 53. Australia Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 54. Australia Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 55. RoAPAC Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 56. RoAPAC Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 57. RoAPAC Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 58. Brazil Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

Billion)

TABLE 59. Brazil Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 60. Brazil Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 61. Mexico Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 62. Mexico Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 63. Mexico Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 64. RoLA Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 65. RoLA Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 66. RoLA Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 67. Row Kale Microgreen Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 68. Row Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 69. Row Kale Microgreen Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 70. List of secondary sources, used in the study of global Kale Microgreen Market

TABLE 71. List of primary sources, used in the study of global Kale Microgreen Market

TABLE 72. Years considered for the study

TABLE 73. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Kale Microgreen Market, research methodology
  - FIG 2. Global Kale Microgreen Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Kale Microgreen Market, key trends 2021
  - FIG 5. Global Kale Microgreen Market, growth prospects 2022-2029
  - FIG 6. Global Kale Microgreen Market, porters 5 force model
  - FIG 7. Global Kale Microgreen Market, pest analysis
  - FIG 8. Global Kale Microgreen Market, value chain analysis
  - FIG 9. Global Kale Microgreen Market by segment, 2019 & 2029 (USD Billion)
  - FIG 10. Global Kale Microgreen Market by segment, 2019 & 2029 (USD Billion)
  - FIG 11. Global Kale Microgreen Market by segment, 2019 & 2029 (USD Billion)
  - FIG 12. Global Kale Microgreen Market by segment, 2019 & 2029 (USD Billion)
  - FIG 13. Global Kale Microgreen Market by segment, 2019 & 2029 (USD Billion)
  - FIG 14. Global Kale Microgreen Market, regional snapshot 2019 & 2029
  - FIG 15. North America Kale Microgreen Market 2019 & 2029 (USD Billion)
  - FIG 16. Europe Kale Microgreen Market 2019 & 2029 (USD Billion)
  - FIG 17. Asia pacific Kale Microgreen Market 2019 & 2029 (USD Billion)
  - FIG 18. Latin America Kale Microgreen Market 2019 & 2029 (USD Billion)
  - FIG 19. Global Kale Microgreen Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## I would like to order

Product name: Global Kale Microgreen market Size study & Forecast, by Product (Glen Kale Microgreen, Red Russian Kale Microgreen), by Farming (Indoor Vertical Farming, Commercial Greenhouses, Others), by Distribution Channel (Retail Stores, Farmers Market, Grocery Stores, Restaurants, and Others) and Regional Analysis, 2022-2029

Product link: <https://marketpublishers.com/r/GEE2246B74A9EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GEE2246B74A9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970