

# Global Microgreens Seed Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Microgreens Seed market size was valued at US\$ 535 million in 2025 and is forecast to a readjusted size of US\$ 788 million by 2032 with a CAGR of 5.7% during review period.

In 2025, global production of microvegetable seeds reached 5,306 tons, with an average selling price of \$98 per kilogram.

Microvegetable seeds emerged to address the problems of long growing cycles, large land areas, and limited adaptability of traditional vegetable cultivation, as well as the difficulty in meeting the demands of modern urban residents for fresh, safe, convenient, and ornamental vegetables. Microvegetable seeds refer to a specialized seed category used to cultivate 'micro-vegetables' (including sprouts, tender stem and leaf vegetables, etc.). The core principle is to cultivate vegetable varieties with compact plant types, short growth cycles (usually 15-45 days), tender taste, and high nutrient density through screening, domestication, or breeding. These varieties are suitable for small spaces such as balconies, windowsills, and small planting boxes. The core principle relies on precise seed selection technology to preserve the excellent traits of vegetables in their early growth stages, shorten the growth cycle, lower the planting threshold, and extend planting scenarios from farmland to diverse settings such as urban homes, offices, and small farms. Early trials and market data show that products grown from micro-vegetable seeds have 2-3 times higher levels of vitamins, minerals, and other nutrients than mature vegetables, and require no complex planting techniques, with a survival rate of over 85%. Since the 1990s, when Europe and the United States first promoted micro-vegetable cultivation, micro-vegetable seeds, with their convenience, ornamental value, and high nutritional value, have evolved from a niche horticulture category into an

emerging category covering multiple fields such as home gardening, catering supply chains, urban agriculture, and parent-child education. Currently, the product range covers three core categories: sprouts, tender stems and leaves, and small fruits and vegetables, widely adapting to diverse needs such as home planting, commercial mass production, and landscaping. At the same time, benefiting from the 'interest economy' of balcony gardening, market penetration continues to increase.

In 2025, the global microvegetable seed market will see significant price differences due to variations in variety, purity, suitable application scenarios, and packaging specifications: general-purpose microvegetable seeds (such as common bean sprouts and bok choy sprouts) are suitable for simple home gardening, with an average price of approximately \$38-52 per kilogram; high-end specialty seeds (such as organic kale seedlings, imported basil seedlings, and functional microvegetables) are suitable for restaurants, organic farming, and upscale households, with an average price reaching \$50-76 per kilogram; commercially mass-produced seeds (large packaging, high purity) are suitable for small farms and plant factories, with an average price of approximately \$80-150 per kilogram. In terms of production capacity, the industry exhibits characteristics of 'regional concentration and tiered competition,' with major global production capacity concentrated in North America, Europe, and East Asia, and an average product gross profit margin reaching 28.5%.

**Typical Transaction Case:** A large urban plant factory (focusing on the commercial mass production of microvegetables, serving chain Western restaurants and organic supermarkets) purchased microvegetable seeds from Burpee Company in the United States in the third quarter of 2025. The seed type was Burpee-Micro-800, with a total purchase volume of 1200 kg and a contract value of approximately US\$132,000. The technical requirements for the purchase included: 'The products cover four core varieties: kale, arugula, purple lettuce, and basil; purity ≥98%, germination rate ≥90%; suitable for both hydroponics and substrate cultivation; growth cycle ≤30 days; plant height controlled at 8-12 cm; free of pesticide residues and GMOs; meeting USDA Organic and EU Organic certification standards; seeds with good storage life, shelf life ≥2 years under normal temperature and dry conditions; provision of planting technical guidance to ensure uniform plant shape and stable taste during mass production; compatibility with intelligent planting equipment for large-scale cultivation; and meeting the requirements for rapid growth, ornamental value, and disease and pest resistance of the vegetables.' **Industry Pain Points** The fundamental pain point of the micro-vegetable seed industry lies in the multiple contradictions arising from its niche product attributes ('niche features + diverse needs') and the challenges posed by breeding technology barriers, supply chain stability, market standardization, and varying consumer

perceptions. Specifically, the core pain points are: On the product side, core technology barriers are concentrated in high-end specialty varieties and breeding. Key technologies for high-end micro-vegetable seeds, such as variety domestication, trait improvement, stress resistance cultivation (low temperature tolerance, low light tolerance, and suitability for indoor planting), and nutrient fortification, are dominated by a few leading overseas companies. Domestic companies lag behind in the stability of germination rates and consistency of taste for high-end varieties (e.g., in low-light indoor environments, the germination rate of ordinary domestic varieties is 10%-15% lower than that of similar Burpee products, with growth cycle fluctuations of 3-5 days). Simultaneously, some small and medium-sized manufacturers lack core breeding capabilities, relying on imported varieties for replication. This results in severe product homogenization, limited variety variety, and substandard seed purity and germination rates, leading to defects such as abnormal growth and poor taste, lowering the overall reputation of the industry and limiting penetration into the high-end market and commercial mass production. Furthermore, breeding technology for functional microvegetable seeds remains relatively weak, making it difficult to meet consumer demand for features such as selenium enrichment and high vitamin content.

On the market and regulatory front, global organic certification and seed quarantine standards are inconsistent. Different countries and regions have stringent quarantine requirements for imported seeds, resulting in high costs and long cycles for cross-border trade, making it difficult for small and medium-sized enterprises (SMEs) to compete in the global market. The domestic market lacks clear industry standards, with no unified regulations on the definition, purity, and germination rate of microvegetable seeds. Some manufacturers engage in false advertising (such as exaggerating nutritional benefits and shortening growth cycles), disrupting market order. Simultaneously, the market exhibits a pattern of 'concentrated leaders and scattered small and medium-sized enterprises.' The global high-end market is mainly dominated by leading companies in North America and Europe, while the domestic market is dominated by SMEs. Most companies are caught in low-price competition, squeezing profit margins and lacking the motivation for R&D investment. In addition, differences in consumer perception exist; some consumers lack sufficient understanding of the nutritional value and cultivation methods of microvegetables and believe that high-end varieties are too expensive, hindering overall market growth. Furthermore, traditional production technologies result in significant resource waste, and the difficulty in preserving microvegetables indirectly affects the expansion of seed market demand.

**Industry Chain Structure:** The upstream of the micro-vegetable seed industry chain focuses on core materials and technological support: high-quality original seeds rely on

high-end resources in North America and Europe, while domestic enterprises have made breakthroughs through localized domestication; the cultivation substrate (such as peat moss and coconut coir) is mainly supplied by East Asia, and environmentally friendly packaging (biodegradable plastics and paper) is dominated by German and American companies in the high-end market; key components include seed treatment agents, nutrient solutions, and packaging labels, which must meet organic certification standards. In terms of technological support, breeding, processing, planting guidance, and testing technologies are dominated by overseas companies, while domestic companies are making gradual breakthroughs, with universities and enterprises collaborating to optimize varieties. Downstream Applications are Diverse: Home gardening accounts for 48%, mainly driven by those born between 1985 and 1995, with strong demand in cities such as Shanghai and Dongguan, driven by a 'healing' lifestyle, and personalized varieties are selling well; commercial mass production accounts for 27%, with plant factories and small farms demanding high-purity, high-germination-rate seeds, an annual increase of 19%; the catering sector accounts for 15%, with chain Western restaurants and organic restaurants favoring distinctive high-end varieties; other sectors account for 10%, with significant growth in demand from parent-child education, landscaping, and scientific research and teaching, with parent-child education showing a 22% annual increase as a highlight. The overall industry chain exhibits a trend of concentrated upstream resources and technological iteration, while downstream scenarios are becoming more segmented and demands are upgrading.

**Industry Trends and Challenges:** The micro-vegetable seed industry is exhibiting five major development trends: high-end, convenient, green, localized, and digitalized. The market share of high-end organic and rare varieties will increase from 15% to 32%. Functional varieties adapted to regional climates and integrated planting kits (including tools, nutrient solutions, and guidance) are becoming mainstream. Biodegradable packaging and low-carbon processes are driving green production. Overseas companies are accelerating their localization efforts, while domestic companies are achieving domestic substitution and expanding into the global market through technological breakthroughs. Simultaneously, digitalized breeding, processing, and sales process control, along with new media promotion, are improving industry efficiency. On the opportunity side, micro-seeds account for 10.8% of the global \$48 billion home gardening market, representing a huge potential market of 8 billion yuan in China. Urban agriculture and plant factories are driving a 12 million kg/year commercial demand gap. Policy support and e-commerce platforms are boosting development, while healthy eating and emerging scenarios (parent-child education, landscaping) are expanding demand boundaries. Challenges include a 42% import dependence on high-end breeding technologies and core seeds, market chaos due to a lack of industry

standards, profit compression from homogeneous competition in the low-to-mid-end market, and limitations in consumer perception hindering penetration rate increases.

**Demand and Opportunity Analysis:** The demand for micro-vegetable seeds is driven by several factors: the essential need for healthy eating (short growth cycle, no pesticide residue, high nutrient density, aligning with the vegetarian and light food trend and dietary guidelines); the boom in home gardening (urbanization allows balcony/windowsill planting to meet the 'closeness to nature' needs of young people, with the number of growers increasing year after year); urban agriculture and commercial mass production (plant factories/rooftop farms drive demand for large-package high-purity seeds, and stable supply from organic supermarkets/high-end restaurants promotes mass production growth); and policy and consumption trends (national policies supporting agriculture/organic agriculture, coupled with personalized and environmentally friendly consumption trends, expanding into emerging scenarios such as parent-child education and landscaping); significant technological adaptability advantages, multi-scenario compatibility (covering all scenarios from home balconies to plant factories, supporting hydroponics/substrate cultivation, customized products adapted to special environments such as cold resistance/heat resistance/low light resistance, with an adaptation rate of 90%); and efficiency and cost optimization (growth cycle of 15-45 days, allowing for 'plant and eat immediately' in home planting, while commercial mass production offers fast turnover, low labor costs, and an investment recovery period of approximately 1-2 years), all contributing to the industry's continued growth.

This report is a detailed and comprehensive analysis for global Microgreens Seed market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Microgreens Seed market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Kg), 2021-2032

Global Microgreens Seed market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices

(US\$/Kg), 2021-2032

Global Microgreens Seed market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Kg), 2021-2032

Global Microgreens Seed market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Kg), 2021-2026

### **The Primary Objectives in This Report Are:**

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Microgreens Seed
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Microgreens Seed market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include True Leaf Market, Johnny?s Selected Seeds, West Coast Seeds, Burpee, Ferry-Morse, Eden Brothers, Sow Right Seeds, Everwilde Farms, Mumm?s Sprouting Seeds, Park Seed, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market Segmentation**

Microgreens Seed market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Seedlings

Tender Stems and Leaves

Small Fruits and Vegetables

#### Market segment by Product Grade

Home Growing

Commercial Production

Specialty Scenarios

#### Market segment by Suitable Scenarios

Home Growing

Commercial Production

Specialty Scenarios

#### Market segment by Application

Farmland

Greenhouse

Other

#### Major players covered

True Leaf Market

Johnny's Selected Seeds

West Coast Seeds

Burpee

Ferry-Morse

Eden Brothers

Sow Right Seeds

Everwilde Farms

Mumm?s Sprouting Seeds

Park Seed

Halifax Seed Company

The Seed Collection

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Microgreens Seed product scope, market overview, market

estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Microgreens Seed, with price, sales quantity, revenue, and global market share of Microgreens Seed from 2021 to 2026.

Chapter 3, the Microgreens Seed competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Microgreens Seed breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Microgreens Seed market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Microgreens Seed.

Chapter 14 and 15, to describe Microgreens Seed sales channel, distributors, customers, research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Microgreens Seed Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Seedlings

1.3.3 Tender Stems and Leaves

1.3.4 Small Fruits and Vegetables

1.4 Market Analysis by Product Grade

1.4.1 Overview: Global Microgreens Seed Consumption Value by Product Grade: 2021 Versus 2025 Versus 2032

1.4.2 Home Growing

1.4.3 Commercial Production

1.4.4 Specialty Scenarios

1.5 Market Analysis by Suitable Scenarios

1.5.1 Overview: Global Microgreens Seed Consumption Value by Suitable Scenarios: 2021 Versus 2025 Versus 2032

1.5.2 Home Growing

1.5.3 Commercial Production

1.5.4 Specialty Scenarios

1.6 Market Analysis by Application

1.6.1 Overview: Global Microgreens Seed Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.6.2 Farmland

1.6.3 Greenhouse

1.6.4 Other

1.7 Global Microgreens Seed Market Size & Forecast

1.7.1 Global Microgreens Seed Consumption Value (2021 & 2025 & 2032)

1.7.2 Global Microgreens Seed Sales Quantity (2021-2032)

1.7.3 Global Microgreens Seed Average Price (2021-2032)

### 2 MANUFACTURERS PROFILES

2.1 True Leaf Market

2.1.1 True Leaf Market Details

- 2.1.2 True Leaf Market Major Business
- 2.1.3 True Leaf Market Microgreens Seed Product and Services
- 2.1.4 True Leaf Market Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.1.5 True Leaf Market Recent Developments/Updates
- 2.2 Johnny?s Selected Seeds
  - 2.2.1 Johnny?s Selected Seeds Details
  - 2.2.2 Johnny?s Selected Seeds Major Business
  - 2.2.3 Johnny?s Selected Seeds Microgreens Seed Product and Services
  - 2.2.4 Johnny?s Selected Seeds Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.2.5 Johnny?s Selected Seeds Recent Developments/Updates
- 2.3 West Coast Seeds
  - 2.3.1 West Coast Seeds Details
  - 2.3.2 West Coast Seeds Major Business
  - 2.3.3 West Coast Seeds Microgreens Seed Product and Services
  - 2.3.4 West Coast Seeds Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.3.5 West Coast Seeds Recent Developments/Updates
- 2.4 Burpee
  - 2.4.1 Burpee Details
  - 2.4.2 Burpee Major Business
  - 2.4.3 Burpee Microgreens Seed Product and Services
  - 2.4.4 Burpee Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.4.5 Burpee Recent Developments/Updates
- 2.5 Ferry-Morse
  - 2.5.1 Ferry-Morse Details
  - 2.5.2 Ferry-Morse Major Business
  - 2.5.3 Ferry-Morse Microgreens Seed Product and Services
  - 2.5.4 Ferry-Morse Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.5.5 Ferry-Morse Recent Developments/Updates
- 2.6 Eden Brothers
  - 2.6.1 Eden Brothers Details
  - 2.6.2 Eden Brothers Major Business
  - 2.6.3 Eden Brothers Microgreens Seed Product and Services
  - 2.6.4 Eden Brothers Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

- 2.6.5 Eden Brothers Recent Developments/Updates
- 2.7 Sow Right Seeds
  - 2.7.1 Sow Right Seeds Details
  - 2.7.2 Sow Right Seeds Major Business
  - 2.7.3 Sow Right Seeds Microgreens Seed Product and Services
  - 2.7.4 Sow Right Seeds Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.7.5 Sow Right Seeds Recent Developments/Updates
- 2.8 Everwilde Farms
  - 2.8.1 Everwilde Farms Details
  - 2.8.2 Everwilde Farms Major Business
  - 2.8.3 Everwilde Farms Microgreens Seed Product and Services
  - 2.8.4 Everwilde Farms Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.8.5 Everwilde Farms Recent Developments/Updates
- 2.9 Mumm?s Sprouting Seeds
  - 2.9.1 Mumm?s Sprouting Seeds Details
  - 2.9.2 Mumm?s Sprouting Seeds Major Business
  - 2.9.3 Mumm?s Sprouting Seeds Microgreens Seed Product and Services
  - 2.9.4 Mumm?s Sprouting Seeds Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.9.5 Mumm?s Sprouting Seeds Recent Developments/Updates
- 2.10 Park Seed
  - 2.10.1 Park Seed Details
  - 2.10.2 Park Seed Major Business
  - 2.10.3 Park Seed Microgreens Seed Product and Services
  - 2.10.4 Park Seed Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.10.5 Park Seed Recent Developments/Updates
- 2.11 Halifax Seed Company
  - 2.11.1 Halifax Seed Company Details
  - 2.11.2 Halifax Seed Company Major Business
  - 2.11.3 Halifax Seed Company Microgreens Seed Product and Services
  - 2.11.4 Halifax Seed Company Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.11.5 Halifax Seed Company Recent Developments/Updates
- 2.12 The Seed Collection
  - 2.12.1 The Seed Collection Details
  - 2.12.2 The Seed Collection Major Business

- 2.12.3 The Seed Collection Microgreens Seed Product and Services
- 2.12.4 The Seed Collection Microgreens Seed Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.12.5 The Seed Collection Recent Developments/Updates

### **3 COMPETITIVE ENVIRONMENT: MICROGREENS SEED BY MANUFACTURER**

- 3.1 Global Microgreens Seed Sales Quantity by Manufacturer (2021-2026)
- 3.2 Global Microgreens Seed Revenue by Manufacturer (2021-2026)
- 3.3 Global Microgreens Seed Average Price by Manufacturer (2021-2026)
- 3.4 Market Share Analysis (2025)
  - 3.4.1 Producer Shipments of Microgreens Seed by Manufacturer Revenue (\$MM) and Market Share (%): 2025
  - 3.4.2 Top 3 Microgreens Seed Manufacturer Market Share in 2025
  - 3.4.3 Top 6 Microgreens Seed Manufacturer Market Share in 2025
- 3.5 Microgreens Seed Market: Overall Company Footprint Analysis
  - 3.5.1 Microgreens Seed Market: Region Footprint
  - 3.5.2 Microgreens Seed Market: Company Product Type Footprint
  - 3.5.3 Microgreens Seed Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

### **4 CONSUMPTION ANALYSIS BY REGION**

- 4.1 Global Microgreens Seed Market Size by Region
  - 4.1.1 Global Microgreens Seed Sales Quantity by Region (2021-2032)
  - 4.1.2 Global Microgreens Seed Consumption Value by Region (2021-2032)
  - 4.1.3 Global Microgreens Seed Average Price by Region (2021-2032)
- 4.2 North America Microgreens Seed Consumption Value (2021-2032)
- 4.3 Europe Microgreens Seed Consumption Value (2021-2032)
- 4.4 Asia-Pacific Microgreens Seed Consumption Value (2021-2032)
- 4.5 South America Microgreens Seed Consumption Value (2021-2032)
- 4.6 Middle East & Africa Microgreens Seed Consumption Value (2021-2032)

### **5 MARKET SEGMENT BY TYPE**

- 5.1 Global Microgreens Seed Sales Quantity by Type (2021-2032)
- 5.2 Global Microgreens Seed Consumption Value by Type (2021-2032)
- 5.3 Global Microgreens Seed Average Price by Type (2021-2032)

## **6 MARKET SEGMENT BY APPLICATION**

- 6.1 Global Microgreens Seed Sales Quantity by Application (2021-2032)
- 6.2 Global Microgreens Seed Consumption Value by Application (2021-2032)
- 6.3 Global Microgreens Seed Average Price by Application (2021-2032)

## **7 NORTH AMERICA**

- 7.1 North America Microgreens Seed Sales Quantity by Type (2021-2032)
- 7.2 North America Microgreens Seed Sales Quantity by Application (2021-2032)
- 7.3 North America Microgreens Seed Market Size by Country
  - 7.3.1 North America Microgreens Seed Sales Quantity by Country (2021-2032)
  - 7.3.2 North America Microgreens Seed Consumption Value by Country (2021-2032)
  - 7.3.3 United States Market Size and Forecast (2021-2032)
  - 7.3.4 Canada Market Size and Forecast (2021-2032)
  - 7.3.5 Mexico Market Size and Forecast (2021-2032)

## **8 EUROPE**

- 8.1 Europe Microgreens Seed Sales Quantity by Type (2021-2032)
- 8.2 Europe Microgreens Seed Sales Quantity by Application (2021-2032)
- 8.3 Europe Microgreens Seed Market Size by Country
  - 8.3.1 Europe Microgreens Seed Sales Quantity by Country (2021-2032)
  - 8.3.2 Europe Microgreens Seed Consumption Value by Country (2021-2032)
  - 8.3.3 Germany Market Size and Forecast (2021-2032)
  - 8.3.4 France Market Size and Forecast (2021-2032)
  - 8.3.5 United Kingdom Market Size and Forecast (2021-2032)
  - 8.3.6 Russia Market Size and Forecast (2021-2032)
  - 8.3.7 Italy Market Size and Forecast (2021-2032)

## **9 ASIA-PACIFIC**

- 9.1 Asia-Pacific Microgreens Seed Sales Quantity by Type (2021-2032)
- 9.2 Asia-Pacific Microgreens Seed Sales Quantity by Application (2021-2032)
- 9.3 Asia-Pacific Microgreens Seed Market Size by Region
  - 9.3.1 Asia-Pacific Microgreens Seed Sales Quantity by Region (2021-2032)
  - 9.3.2 Asia-Pacific Microgreens Seed Consumption Value by Region (2021-2032)
  - 9.3.3 China Market Size and Forecast (2021-2032)

- 9.3.4 Japan Market Size and Forecast (2021-2032)
- 9.3.5 South Korea Market Size and Forecast (2021-2032)
- 9.3.6 India Market Size and Forecast (2021-2032)
- 9.3.7 Southeast Asia Market Size and Forecast (2021-2032)
- 9.3.8 Australia Market Size and Forecast (2021-2032)

## **10 SOUTH AMERICA**

- 10.1 South America Microgreens Seed Sales Quantity by Type (2021-2032)
- 10.2 South America Microgreens Seed Sales Quantity by Application (2021-2032)
- 10.3 South America Microgreens Seed Market Size by Country
  - 10.3.1 South America Microgreens Seed Sales Quantity by Country (2021-2032)
  - 10.3.2 South America Microgreens Seed Consumption Value by Country (2021-2032)
  - 10.3.3 Brazil Market Size and Forecast (2021-2032)
  - 10.3.4 Argentina Market Size and Forecast (2021-2032)

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Microgreens Seed Sales Quantity by Type (2021-2032)
- 11.2 Middle East & Africa Microgreens Seed Sales Quantity by Application (2021-2032)
- 11.3 Middle East & Africa Microgreens Seed Market Size by Country
  - 11.3.1 Middle East & Africa Microgreens Seed Sales Quantity by Country (2021-2032)
  - 11.3.2 Middle East & Africa Microgreens Seed Consumption Value by Country (2021-2032)
  - 11.3.3 Turkey Market Size and Forecast (2021-2032)
  - 11.3.4 Egypt Market Size and Forecast (2021-2032)
  - 11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)
  - 11.3.6 South Africa Market Size and Forecast (2021-2032)

## **12 MARKET DYNAMICS**

- 12.1 Microgreens Seed Market Drivers
- 12.2 Microgreens Seed Market Restraints
- 12.3 Microgreens Seed Trends Analysis
- 12.4 Porters Five Forces Analysis
  - 12.4.1 Threat of New Entrants
  - 12.4.2 Bargaining Power of Suppliers
  - 12.4.3 Bargaining Power of Buyers
  - 12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

## **13 RAW MATERIAL AND INDUSTRY CHAIN**

13.1 Raw Material of Microgreens Seed and Key Manufacturers

13.2 Manufacturing Costs Percentage of Microgreens Seed

13.3 Microgreens Seed Production Process

13.4 Industry Value Chain Analysis

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Microgreens Seed Typical Distributors

14.3 Microgreens Seed Typical Customers

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. Global Microgreens Seed Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Table 2. Global Microgreens Seed Consumption Value by Product Grade, (USD Million), 2021 & 2025 & 2032
- Table 3. Global Microgreens Seed Consumption Value by Suitable Scenarios, (USD Million), 2021 & 2025 & 2032
- Table 4. Global Microgreens Seed Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 5. True Leaf Market Basic Information, Manufacturing Base and Competitors
- Table 6. True Leaf Market Major Business
- Table 7. True Leaf Market Microgreens Seed Product and Services
- Table 8. True Leaf Market Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 9. True Leaf Market Recent Developments/Updates
- Table 10. Johnny?s Selected Seeds Basic Information, Manufacturing Base and Competitors
- Table 11. Johnny?s Selected Seeds Major Business
- Table 12. Johnny?s Selected Seeds Microgreens Seed Product and Services
- Table 13. Johnny?s Selected Seeds Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 14. Johnny?s Selected Seeds Recent Developments/Updates
- Table 15. West Coast Seeds Basic Information, Manufacturing Base and Competitors
- Table 16. West Coast Seeds Major Business
- Table 17. West Coast Seeds Microgreens Seed Product and Services
- Table 18. West Coast Seeds Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 19. West Coast Seeds Recent Developments/Updates
- Table 20. Burpee Basic Information, Manufacturing Base and Competitors
- Table 21. Burpee Major Business
- Table 22. Burpee Microgreens Seed Product and Services
- Table 23. Burpee Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 24. Burpee Recent Developments/Updates
- Table 25. Ferry-Morse Basic Information, Manufacturing Base and Competitors
- Table 26. Ferry-Morse Major Business

- Table 27. Ferry-Morse Microgreens Seed Product and Services
- Table 28. Ferry-Morse Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 29. Ferry-Morse Recent Developments/Updates
- Table 30. Eden Brothers Basic Information, Manufacturing Base and Competitors
- Table 31. Eden Brothers Major Business
- Table 32. Eden Brothers Microgreens Seed Product and Services
- Table 33. Eden Brothers Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 34. Eden Brothers Recent Developments/Updates
- Table 35. Sow Right Seeds Basic Information, Manufacturing Base and Competitors
- Table 36. Sow Right Seeds Major Business
- Table 37. Sow Right Seeds Microgreens Seed Product and Services
- Table 38. Sow Right Seeds Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 39. Sow Right Seeds Recent Developments/Updates
- Table 40. Everwilde Farms Basic Information, Manufacturing Base and Competitors
- Table 41. Everwilde Farms Major Business
- Table 42. Everwilde Farms Microgreens Seed Product and Services
- Table 43. Everwilde Farms Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 44. Everwilde Farms Recent Developments/Updates
- Table 45. Mumm?s Sprouting Seeds Basic Information, Manufacturing Base and Competitors
- Table 46. Mumm?s Sprouting Seeds Major Business
- Table 47. Mumm?s Sprouting Seeds Microgreens Seed Product and Services
- Table 48. Mumm?s Sprouting Seeds Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 49. Mumm?s Sprouting Seeds Recent Developments/Updates
- Table 50. Park Seed Basic Information, Manufacturing Base and Competitors
- Table 51. Park Seed Major Business
- Table 52. Park Seed Microgreens Seed Product and Services
- Table 53. Park Seed Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 54. Park Seed Recent Developments/Updates
- Table 55. Halifax Seed Company Basic Information, Manufacturing Base and Competitors
- Table 56. Halifax Seed Company Major Business
- Table 57. Halifax Seed Company Microgreens Seed Product and Services

- Table 58. Halifax Seed Company Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 59. Halifax Seed Company Recent Developments/Updates
- Table 60. The Seed Collection Basic Information, Manufacturing Base and Competitors
- Table 61. The Seed Collection Major Business
- Table 62. The Seed Collection Microgreens Seed Product and Services
- Table 63. The Seed Collection Microgreens Seed Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 64. The Seed Collection Recent Developments/Updates
- Table 65. Global Microgreens Seed Sales Quantity by Manufacturer (2021-2026) & (Tons)
- Table 66. Global Microgreens Seed Revenue by Manufacturer (2021-2026) & (USD Million)
- Table 67. Global Microgreens Seed Average Price by Manufacturer (2021-2026) & (US\$/Kg)
- Table 68. Market Position of Manufacturers in Microgreens Seed, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
- Table 69. Head Office and Microgreens Seed Production Site of Key Manufacturer
- Table 70. Microgreens Seed Market: Company Product Type Footprint
- Table 71. Microgreens Seed Market: Company Product Application Footprint
- Table 72. Microgreens Seed New Market Entrants and Barriers to Market Entry
- Table 73. Microgreens Seed Mergers, Acquisition, Agreements, and Collaborations
- Table 74. Global Microgreens Seed Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR
- Table 75. Global Microgreens Seed Sales Quantity by Region (2021-2026) & (Tons)
- Table 76. Global Microgreens Seed Sales Quantity by Region (2027-2032) & (Tons)
- Table 77. Global Microgreens Seed Consumption Value by Region (2021-2026) & (USD Million)
- Table 78. Global Microgreens Seed Consumption Value by Region (2027-2032) & (USD Million)
- Table 79. Global Microgreens Seed Average Price by Region (2021-2026) & (US\$/Kg)
- Table 80. Global Microgreens Seed Average Price by Region (2027-2032) & (US\$/Kg)
- Table 81. Global Microgreens Seed Sales Quantity by Type (2021-2026) & (Tons)
- Table 82. Global Microgreens Seed Sales Quantity by Type (2027-2032) & (Tons)
- Table 83. Global Microgreens Seed Consumption Value by Type (2021-2026) & (USD Million)
- Table 84. Global Microgreens Seed Consumption Value by Type (2027-2032) & (USD Million)
- Table 85. Global Microgreens Seed Average Price by Type (2021-2026) & (US\$/Kg)

- Table 86. Global Microgreens Seed Average Price by Type (2027-2032) & (US\$/Kg)
- Table 87. Global Microgreens Seed Sales Quantity by Application (2021-2026) & (Tons)
- Table 88. Global Microgreens Seed Sales Quantity by Application (2027-2032) & (Tons)
- Table 89. Global Microgreens Seed Consumption Value by Application (2021-2026) & (USD Million)
- Table 90. Global Microgreens Seed Consumption Value by Application (2027-2032) & (USD Million)
- Table 91. Global Microgreens Seed Average Price by Application (2021-2026) & (US\$/Kg)
- Table 92. Global Microgreens Seed Average Price by Application (2027-2032) & (US\$/Kg)
- Table 93. North America Microgreens Seed Sales Quantity by Type (2021-2026) & (Tons)
- Table 94. North America Microgreens Seed Sales Quantity by Type (2027-2032) & (Tons)
- Table 95. North America Microgreens Seed Sales Quantity by Application (2021-2026) & (Tons)
- Table 96. North America Microgreens Seed Sales Quantity by Application (2027-2032) & (Tons)
- Table 97. North America Microgreens Seed Sales Quantity by Country (2021-2026) & (Tons)
- Table 98. North America Microgreens Seed Sales Quantity by Country (2027-2032) & (Tons)
- Table 99. North America Microgreens Seed Consumption Value by Country (2021-2026) & (USD Million)
- Table 100. North America Microgreens Seed Consumption Value by Country (2027-2032) & (USD Million)
- Table 101. Europe Microgreens Seed Sales Quantity by Type (2021-2026) & (Tons)
- Table 102. Europe Microgreens Seed Sales Quantity by Type (2027-2032) & (Tons)
- Table 103. Europe Microgreens Seed Sales Quantity by Application (2021-2026) & (Tons)
- Table 104. Europe Microgreens Seed Sales Quantity by Application (2027-2032) & (Tons)
- Table 105. Europe Microgreens Seed Sales Quantity by Country (2021-2026) & (Tons)
- Table 106. Europe Microgreens Seed Sales Quantity by Country (2027-2032) & (Tons)
- Table 107. Europe Microgreens Seed Consumption Value by Country (2021-2026) & (USD Million)
- Table 108. Europe Microgreens Seed Consumption Value by Country (2027-2032) & (USD Million)

Table 109. Asia-Pacific Microgreens Seed Sales Quantity by Type (2021-2026) & (Tons)

Table 110. Asia-Pacific Microgreens Seed Sales Quantity by Type (2027-2032) & (Tons)

Table 111. Asia-Pacific Microgreens Seed Sales Quantity by Application (2021-2026) & (Tons)

Table 112. Asia-Pacific Microgreens Seed Sales Quantity by Application (2027-2032) & (Tons)

Table 113. Asia-Pacific Microgreens Seed Sales Quantity by Region (2021-2026) & (Tons)

Table 114. Asia-Pacific Microgreens Seed Sales Quantity by Region (2027-2032) & (Tons)

Table 115. Asia-Pacific Microgreens Seed Consumption Value by Region (2021-2026) & (USD Million)

Table 116. Asia-Pacific Microgreens Seed Consumption Value by Region (2027-2032) & (USD Million)

Table 117. South America Microgreens Seed Sales Quantity by Type (2021-2026) & (Tons)

Table 118. South America Microgreens Seed Sales Quantity by Type (2027-2032) & (Tons)

Table 119. South America Microgreens Seed Sales Quantity by Application (2021-2026) & (Tons)

Table 120. South America Microgreens Seed Sales Quantity by Application (2027-2032) & (Tons)

Table 121. South America Microgreens Seed Sales Quantity by Country (2021-2026) & (Tons)

Table 122. South America Microgreens Seed Sales Quantity by Country (2027-2032) & (Tons)

Table 123. South America Microgreens Seed Consumption Value by Country (2021-2026) & (USD Million)

Table 124. South America Microgreens Seed Consumption Value by Country (2027-2032) & (USD Million)

Table 125. Middle East & Africa Microgreens Seed Sales Quantity by Type (2021-2026) & (Tons)

Table 126. Middle East & Africa Microgreens Seed Sales Quantity by Type (2027-2032) & (Tons)

Table 127. Middle East & Africa Microgreens Seed Sales Quantity by Application (2021-2026) & (Tons)

Table 128. Middle East & Africa Microgreens Seed Sales Quantity by Application

(2027-2032) & (Tons)

Table 129. Middle East & Africa Microgreens Seed Sales Quantity by Country

(2021-2026) & (Tons)

Table 130. Middle East & Africa Microgreens Seed Sales Quantity by Country

(2027-2032) & (Tons)

Table 131. Middle East & Africa Microgreens Seed Consumption Value by Country

(2021-2026) & (USD Million)

Table 132. Middle East & Africa Microgreens Seed Consumption Value by Country

(2027-2032) & (USD Million)

Table 133. Microgreens Seed Raw Material

Table 134. Key Manufacturers of Microgreens Seed Raw Materials

Table 135. Microgreens Seed Typical Distributors

Table 136. Microgreens Seed Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Microgreens Seed Picture

Figure 2. Global Microgreens Seed Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Microgreens Seed Revenue Market Share by Type in 2025

Figure 4. Seedlings Examples

Figure 5. Tender Stems and Leaves Examples

Figure 6. Small Fruits and Vegetables Examples

Figure 7. Global Microgreens Seed Revenue by Product Grade, (USD Million), 2021 & 2025 & 2032

Figure 8. Global Microgreens Seed Revenue Market Share by Product Grade in 2025

Figure 9. Home Growing Examples

Figure 10. Commercial Production Examples

Figure 11. Specialty Scenarios Examples

Figure 12. Global Microgreens Seed Revenue by Suitable Scenarios, (USD Million), 2021 & 2025 & 2032

Figure 13. Global Microgreens Seed Revenue Market Share by Suitable Scenarios in 2025

Figure 14. Home Growing Examples

Figure 15. Commercial Production Examples

Figure 16. Specialty Scenarios Examples

Figure 17. Global Microgreens Seed Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 18. Global Microgreens Seed Revenue Market Share by Application in 2025

Figure 19. Farmland Examples

Figure 20. Greenhouse Examples

Figure 21. Other Examples

Figure 22. Global Microgreens Seed Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 23. Global Microgreens Seed Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 24. Global Microgreens Seed Sales Quantity (2021-2032) & (Tons)

Figure 25. Global Microgreens Seed Price (2021-2032) & (US\$/Kg)

Figure 26. Global Microgreens Seed Sales Quantity Market Share by Manufacturer in 2025

Figure 27. Global Microgreens Seed Revenue Market Share by Manufacturer in 2025

Figure 28. Producer Shipments of Microgreens Seed by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 29. Top 3 Microgreens Seed Manufacturer (Revenue) Market Share in 2025

Figure 30. Top 6 Microgreens Seed Manufacturer (Revenue) Market Share in 2025

Figure 31. Global Microgreens Seed Sales Quantity Market Share by Region (2021-2032)

Figure 32. Global Microgreens Seed Consumption Value Market Share by Region (2021-2032)

Figure 33. North America Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 34. Europe Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 35. Asia-Pacific Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 36. South America Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 37. Middle East & Africa Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 38. Global Microgreens Seed Sales Quantity Market Share by Type (2021-2032)

Figure 39. Global Microgreens Seed Consumption Value Market Share by Type (2021-2032)

Figure 40. Global Microgreens Seed Average Price by Type (2021-2032) & (US\$/Kg)

Figure 41. Global Microgreens Seed Sales Quantity Market Share by Application (2021-2032)

Figure 42. Global Microgreens Seed Revenue Market Share by Application (2021-2032)

Figure 43. Global Microgreens Seed Average Price by Application (2021-2032) & (US\$/Kg)

Figure 44. North America Microgreens Seed Sales Quantity Market Share by Type (2021-2032)

Figure 45. North America Microgreens Seed Sales Quantity Market Share by Application (2021-2032)

Figure 46. North America Microgreens Seed Sales Quantity Market Share by Country (2021-2032)

Figure 47. North America Microgreens Seed Consumption Value Market Share by Country (2021-2032)

Figure 48. United States Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 49. Canada Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 50. Mexico Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 51. Europe Microgreens Seed Sales Quantity Market Share by Type

(2021-2032)

Figure 52. Europe Microgreens Seed Sales Quantity Market Share by Application

(2021-2032)

Figure 53. Europe Microgreens Seed Sales Quantity Market Share by Country

(2021-2032)

Figure 54. Europe Microgreens Seed Consumption Value Market Share by Country

(2021-2032)

Figure 55. Germany Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 56. France Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 57. United Kingdom Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 58. Russia Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 59. Italy Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 60. Asia-Pacific Microgreens Seed Sales Quantity Market Share by Type (2021-2032)

Figure 61. Asia-Pacific Microgreens Seed Sales Quantity Market Share by Application (2021-2032)

Figure 62. Asia-Pacific Microgreens Seed Sales Quantity Market Share by Region (2021-2032)

Figure 63. Asia-Pacific Microgreens Seed Consumption Value Market Share by Region (2021-2032)

Figure 64. China Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 65. Japan Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 66. South Korea Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 67. India Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 68. Southeast Asia Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 69. Australia Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 70. South America Microgreens Seed Sales Quantity Market Share by Type (2021-2032)

Figure 71. South America Microgreens Seed Sales Quantity Market Share by Application (2021-2032)

Figure 72. South America Microgreens Seed Sales Quantity Market Share by Country (2021-2032)

Figure 73. South America Microgreens Seed Consumption Value Market Share by Country (2021-2032)

Figure 74. Brazil Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 75. Argentina Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 76. Middle East & Africa Microgreens Seed Sales Quantity Market Share by Type (2021-2032)

Figure 77. Middle East & Africa Microgreens Seed Sales Quantity Market Share by Application (2021-2032)

Figure 78. Middle East & Africa Microgreens Seed Sales Quantity Market Share by Country (2021-2032)

Figure 79. Middle East & Africa Microgreens Seed Consumption Value Market Share by Country (2021-2032)

Figure 80. Turkey Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 81. Egypt Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 82. Saudi Arabia Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 83. South Africa Microgreens Seed Consumption Value (2021-2032) & (USD Million)

Figure 84. Microgreens Seed Market Drivers

Figure 85. Microgreens Seed Market Restraints

Figure 86. Microgreens Seed Market Trends

Figure 87. Porters Five Forces Analysis

Figure 88. Manufacturing Cost Structure Analysis of Microgreens Seed in 2025

Figure 89. Manufacturing Process Analysis of Microgreens Seed

Figure 90. Microgreens Seed Industrial Chain

Figure 91. Sales Channel: Direct to End-User vs Distributors

Figure 92. Direct Channel Pros & Cons

Figure 93. Indirect Channel Pros & Cons

Figure 94. Methodology

Figure 95. Research Process and Data Source

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