

Microgreens Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global microgreens market size reached US\$ 1,522 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 2,470 Million by 2028, exhibiting a growth rate (CAGR) of 8.3% during 2023-2028.

Microgreens are seedlings and shoots of vegetables, grains and herbs with edible stems, cotyledons, or seed leaves, and true leaves. They are very small in size and can be grown locally at home or in small commercial facilities and harvested using small-scale equipment. Microgreens have an intense aromatic flavor and are a rich source of various essential nutrients, such as antioxidants, protein, vitamins, minerals and fiber. They include numerous plant families and can be used for growing cauliflower, broccoli, lettuce, carrots, dill, garlic, onion, amaranth, quinoa, beet, spinach, cucumber and melon. In comparison to vegetable sprouts, the roots and seeds of microgreens are not consumed. Regular consumption of microgreens can aid in preventing chronic medical ailments, managing weight, enhancing immunity and promoting mental well-being.

Microgreens Market Trends:

The increasing adoption of innovative vertical and indoor farming practices is one of the key factors driving the growth of the market. Consumers are increasingly adopting these environment-friendly hydroponics, aeroponics and aquaponics practices to enhance the yield and quality of value-rich crops and minimize the utilization of additional resources, such as nutrients, water, energy and space. Moreover, rising health consciousness among the masses is providing a thrust to the market growth. Microgreens exhibit anti-inflammatory properties that aid in minimizing the risks of developing cancer, cardiovascular disorders, diabetes, hypertension and high blood pressure. Additionally, the widespread product adoption in the manufacturing of cosmetic and personal care products with natural and organic ingredients and essential oils is acting as another

growth-inducing factor. Microgreens also widely used as colorful and attractive garnishes on various food and beverages. Other factors, including the implementation of favorable government policies promoting sustainable agricultural practices, along with the increasing expenditure capacities of the consumers on premium, functional and nutrient-rich food products, are anticipated to drive the market toward growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global microgreens market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, farming method, end use and distribution channel.

Breakup by Type:

- Broccoli
- Cabbage
- Cauliflower
- Arugula
- Peas
- Basil
- Radish
- Others

Breakup by Farming Method:

- Indoor Vertical Farming
- Commercial Greenhouses
- Others

Breakup by End Use:

- Residential
- Commercial

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Retail Stores
- Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being 2BFresh (Teshuva Agricultural Projects Ltd.), AeroFarms, Bowery Farming Inc., Farmbox Greens LLC (Charlie's Produce), Fresh Origins, GoodLeaf Farms (TruLeaf), Gotham Greens, Living Earth Farm, Madar Farms, Metro Microgreens and The Chef's Garden Inc.

Key Questions Answered in This Report

1. What was the size of the global microgreens market in 2022?
2. What is the expected growth rate of the global microgreens market during

2023-2028?

3. What has been the impact of COVID-19 on the global microgreens market?
4. What are the key factors driving the global microgreens market?
5. What is the breakup of the global microgreens market based on the type?
6. What is the breakup of the global microgreens market based on the farming method?
7. What is the breakup of the global microgreens market based on the end use?
8. What is the breakup of the global microgreens market based on the distribution channel?
9. What are the key regions in the global microgreens market?
10. Who are the key players/companies in the global microgreens market?

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