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Global Microgreens Market - Forecasts from 2020 to 2025

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Abstracts

The global Microgreens market is expected to grow at a compound annual growth rate of 7.67% over the forecast period to reach a market size of US$17,039.744 million in 2025 from US$10,936.914 million in 2019. There has been a surge in awareness among consumers to consume and eat healthy and nutritious food products. Various public and private research institutions have enhanced and propel their capacity to study and analyze a consumer's preference regarding food products. Companies and Institutions have begun to realize that there is a huge and widespread awareness among the consumer, regarding their food choices. The "Healthy" word has gained significant traction in the last few years. The United States Food and Drug Administration has regulated the term "Healthy" since 1993 and define it with concerning the fat content. There were some changes made in 2016, that defined and differentiate categories of fat present in food. A food product should contain lower fat content if it wants to come in a healthier category. American Dietetic Association stated that there were no good or bad foods and a person's regular and daily diet should be considered for overall judgment and definition. It has been found that an average consumer is willing to buy healthier food products, even if the product comes at a substantial cost or price. Study and research on different types of vegetables have registered considerable growth in the last few years. Health and fitness conscious consumers are buying healthier and nutritious vegetables such as green, microgreen, and others. Several studies and surveys stated that there has been an urge for organic and locally sourced products. Microgreens are a novel vegetable category that is registering significant growth in the last few years. With the rise in the middle-class population and the urge and willingness to spend more capital and resources, the global microgreen market has a bright and vivid prospect in the coming years. They are known as green leafy vegetables, which are harvested at their first stage of growth and contains pleasant textures, flavors, and exotic colors. They are generating global

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approval as a novel culinary ingredient, which are used to improve edible garnishes and salads, and are also used to enhance other types of dishes. Despite their considerably higher price, the demand for these vegetables is significant. These types of vegetables come under Niche Segment. Microgreens are rich in vitamins and nutrients and exhibit a significant amount of antioxidant properties in their more developed types. It contains more nutrients than other green vegetables. They help in the reduction of heart related diseases, diabetes, specific types of cancers, and Alzheimer’s disease. Microgreens are also environmentally friendly and sustainable practices are happening worldwide, to surge these vegetable's growth and cultivation. These vegetables require minimum energy and water for their growth and production and they can be produced annually.

Broccoli Vegetable holds a major share in the global microgreen market because of its extensive healthier and nutritious qualities. It is also known as a cruciferous vegetable in several regions. In the United States, several types of broccoli are widely consumed. The color of this vegetable ranges from dark green to deep sage, and some of the types also show slightly purplish textures. De Cicco and Calabrise are some of the popular types of broccoli in the United States. There have been several research studies conducted in various institutions and centers to discover and find the health and nutritious benefits of this type of food. This vegetable exhibits anti-inflammatory properties and can help in preventing and minimizing various types of cancer in the body, although this development is at a novel stage and several studies are required to study the positive effects of the product. It contains abundant minerals, vitamins, and phytonutrients which help in the development of antioxidant properties in a body. Broccoli is one of the few vegetables that contain all types of antioxidants. It also helps to enhance detoxification and helps in digestion as well as cardiovascular support. This vegetable has become widely popular and many countries are growing and cultivating it for agricultural and farming purposes. According to the Food and Agriculture Organization, China and India accounted for 73% of the global production of Broccoli in 2017. China is a leading producer of Broccoli and produced around 10.4 million metric tonnes followed by India which produced 8.6 million metric tonnes in 2017. USA, Spain, Mexico, and Italy are secondary producers with each nations’ production was around 1 million metric tonnes or less in 2017. California is a major producer of Broccoli in the United States and has 92% of the total share in the country. The total global production was around 26 million metric tonnes in 2017. This shows that broccoli will play an imperative role in the growth of the microgreen market.

Vertical Farming will have an indispensable role in the growth of the Microgreens Market in the coming years. With the rising global population and surging urbanization,

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there is a widespread demand for arable and agricultural land to meet the food requirements and demand. Conventional practices have led to various environment-related problems such as deforestation, water scarcity, and loss of habitat. According to the World Bank, the world lost 502,000 sq. miles of land and forest between 1990 and 2016. The development of sustainable and environmentally friendly infrastructure has become imperative in recent years. Vertical farming is widely becoming approved and favored in recent years, as it oversees the production of rich value crops that provides more quality and yield than conventional farming. It utilizes proper usage of resources like nutrients, water, time, and space, thereby minimizing carbon footprint and effects. Vertical farming doesn't need considerable arable and agricultural land to grow crops. Hydroponic type of vertical farming is generating major growth because it doesn't require soil as a medium for the roots. According to the data given by the Food and Agriculture Organization, there were about 2.3 million sq. feet of indoor related farms globally.

Geographically, North America and Europe holds a substantial share in the market on account of early adoption of technology coupled with rising awareness about vertical farming. Also, with the decreasing agriculture land in various developed economies the demand for microgreens is further anticipated to witness significant growth in the coming years.

Latest Trends and Developments:

In November 2020, Urban Oasis, a Swedish Vertical farming company raised USD 1.2 million to build and construct their initial Mega Farm which will surge the production by 15 to 20 times. The novel facility would be completely automated and would be operational by the end of 2020. It will become a major growth and cultivation for microgreen vegetables such as kale and Bok Choi microgreens.

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In September 2020, a designer developed a smart garden for the cultivation and growth of Microgreens Vegetables, known as “Solace.” It is a sustainable and scalable solution to cultivate and grow food in compact and small spaces. The design contains automatic lightning and uses moisture to grow microgreen vegetables such as a mat. The appliance and the system are integrated with an inherent app that guides a user through different harvesting phases.

Segmentation:

By Type

Broccoli

Cabbage

Cauliflower

Peas

Basil

Others

By Farming

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Indoor Farming

Commercial Greenhouses

Vertical Farming

Others

By End-Use

Food & Beverage

Cosmetics

Others

By geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

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Spain

United Kingdom

France

Others

The Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

China

Japan

Australia

South Korea

India

Others

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