

Europe Microgreens Market Size, Share, Trends & Analysis by Type (Broccoli, Lettuce and Chicory, Arugula, Basil, Fennel, Others), by Farming Type (Indoor Farming, Vertical Farming, Others), by Growth Medium (Peat Moss, Soil, Coconut Coir, Others), by Distribution Channel (Hypermarkets/Supermarkets, Online Stores, Restaurants, Others) and Region, with Forecasts from 2025 to 2034.

<https://marketpublishers.com/r/E7364DB0842AEN.html>

Date: April 2026

Pages: 216

Price: US\$ 3,685.00 (Single User License)

ID: E7364DB0842AEN

Abstracts

The Europe Microgreens Market is set to experience significant growth from 2025 to 2034, driven by increasing consumer demand for fresh, nutrient-rich, and ready-to-eat produce. Microgreens are young vegetable and herb seedlings valued for their high concentrations of vitamins, minerals, and antioxidants, making them popular among health-conscious consumers and the foodservice industry. Valued at USD XX.XX billion in 2025, the market is projected to grow at a CAGR of XX.XX%, reaching USD XX.XX billion by 2034.

Definition and Scope of Microgreens

Microgreens are harvested at the seedling stage, typically within 7–21 days after germination. They include vegetables, herbs, and edible flowers cultivated for culinary, nutritional, and aesthetic purposes. The market covers various types such as broccoli, lettuce and chicory, arugula, basil, fennel, and others. Farming methods include indoor farming, vertical farming, and other controlled environment techniques. Distribution occurs through hypermarkets/supermarkets, online stores, restaurants, and other channels, catering to both retail and foodservice sectors.

Market Drivers

Rising Health and Nutritional Awareness: Increasing consumer focus on healthy diets and functional foods is driving demand for microgreens due to their high nutrient density.

Growth in Indoor and Vertical Farming Adoption: Advanced farming techniques facilitate year-round production, consistent quality, and improved yields, boosting market growth in Europe.

Popularity in Restaurants and Culinary Applications: Microgreens are increasingly used by chefs to enhance presentation, flavor, and nutritional content, especially in fine dining and premium restaurants.

Convenience and Ready-to-Eat Trends: Consumers are seeking fresh, minimally processed, and convenient food options, supporting both retail and online microgreens sales.

Market Restraints

High Production Costs: Controlled environment agriculture, including indoor and vertical farms, requires significant investment in lighting, climate control, and nutrient management.

Short Shelf Life: Microgreens are highly perishable, necessitating efficient cold chains and rapid distribution to maintain freshness.

Limited Awareness in Certain Markets: While adoption is high in urban centers, awareness in smaller towns or rural areas may be limited, restricting market penetration.

Opportunities

Technological Advancements in Farming Methods: Innovations in hydroponics, aeroponics, and vertical farming are improving yield, quality, and operational efficiency.

Expansion of E-Commerce and Direct-to-Consumer Models: Online platforms provide opportunities to reach health-conscious consumers directly, expanding market reach.

Development of New Varieties and Value-Added Products: Introducing new microgreen varieties, blends, and packaged products allows differentiation and premium pricing.

Rising Urbanization and Health-Conscious Lifestyles: Urban populations increasingly adopt healthy eating habits, sustaining demand for microgreens.

Market Segmentation Analysis

By Type

Broccoli

Lettuce and Chicory

Arugula

Basil

Fennel

Others

By Farming Type

Indoor Farming

Vertical Farming

Others

By Growth Medium

Peat Moss

Soil

Coconut Coir

Others

By Distribution Channel

Hypermarkets/Supermarkets

Online Stores

Restaurants

Others

Regional Analysis

Germany: Rising health-conscious consumers and urban farming innovations drive microgreens demand across retail, restaurants, and specialty stores.

UK: Expanding vegan trends and premium culinary preferences accelerate microgreens consumption through supermarkets and foodservice sectors.

France: Gourmet cuisine culture and organic food adoption support strong demand for fresh, locally sourced microgreens.

Italy: Growing awareness of functional foods and Mediterranean diet trends boosts microgreens market expansion steadily.

Spain: Increasing restaurant innovation and consumer focus on nutritious fresh produce stimulate microgreens market growth.

Rest of Europe: Rising sustainable agriculture practices and healthy eating habits create consistent demand for microgreens.

The Europe Microgreens Market is poised for substantial growth over the forecast period, driven by rising health awareness, adoption of advanced farming technologies, and increasing demand from retail and foodservice sectors. As consumers and businesses prioritize nutrition, convenience, and sustainability, the market for microgreens will continue to expand, offering opportunities for innovation and market penetration.

Competitive Landscape

The Europe Microgreens Market is highly competitive, with players focusing on cultivation efficiency, product innovation, and distribution strategies. Key players in the market include:

AeroFarms

Bowery Farming

Freight Farms, Inc.

Green Spirit Farms

Elevate Farms

Crop One Holdings, Inc.

Lufa Farms

Village Farms International, Inc.

Revolution Farms

GrowUp Urban Farms

Contents

1. INTRODUCTION

- 1.1. Definition and Scope of Microgreens
- 1.2. Objectives of the Report
- 1.3. Research Methodology
- 1.4. Assumptions and Limitations

2. EXECUTIVE SUMMARY

- 2.1. Key Market Highlights
- 2.2. Market Snapshot
- 2.3. Overview of Types, Farming Methods, Growth Mediums, and Distribution Channels
- 2.4. Analyst Recommendations

3. MARKET DYNAMICS

- 3.1. Market Drivers
 - 3.1.1. Rising Health and Nutrition Awareness
 - 3.1.2. Growth in Urban and Vertical Farming Practices
 - 3.1.3. Increasing Demand from Restaurants and Food Service Industry
 - 3.1.4. Other Drivers
- 3.2. Market Restraints
 - 3.2.1. High Production and Operational Costs
 - 3.2.2. Limited Shelf Life and Storage Challenges
 - 3.2.3. Other Restraints
- 3.3. Market Opportunities
 - 3.3.1. Expansion of Online and Direct-to-Consumer Channels
 - 3.3.2. Innovations in Growth Mediums and Farming Technology
 - 3.3.3. Demand for Organic and Sustainable Microgreens
 - 3.3.4. Other Opportunities
- 3.4. Market Challenges
 - 3.4.1. Competition from Conventional Vegetables
 - 3.4.2. Supply Chain and Logistics Constraints
 - 3.4.3. Regulatory and Certification Challenges

4. EUROPE MICROGREENS MARKET ANALYSIS

- 4.1. Market Size and Forecast (2025–2034)
- 4.2. Market Share Analysis by:
 - 4.2.1. Type
 - 4.2.1.1. Broccoli
 - 4.2.1.2. Lettuce and Chicory
 - 4.2.1.3. Arugula
 - 4.2.1.4. Basil
 - 4.2.1.5. Fennel
 - 4.2.1.6. Others
 - 4.2.2. Farming Type
 - 4.2.2.1. Indoor Farming
 - 4.2.2.2. Vertical Farming
 - 4.2.2.3. Others
 - 4.2.3. Growth Medium
 - 4.2.3.1. Peat Moss
 - 4.2.3.2. Soil
 - 4.2.3.3. Coconut Coir
 - 4.2.3.4. Others
 - 4.2.4. Distribution Channel
 - 4.2.4.1. Hypermarkets/Supermarkets
 - 4.2.4.2. Online Stores
 - 4.2.4.3. Restaurants
 - 4.2.4.4. Others
- 4.3. Technology Trends and Innovations in Microgreens Farming
- 4.4. Cost Structure and Value Chain Analysis
- 4.5. Regulatory and Compliance Landscape
- 4.6. SWOT Analysis
- 4.7. Porter's Five Forces Analysis

5. REGIONAL MARKET ANALYSIS

- 5.1. Germany
 - 5.1.1. Market Overview
 - 5.1.2. Market Size and Forecast
 - 5.1.3. Key Trends and Developments
 - 5.1.4. Competitive Landscape
- 5.2. France
 - 5.2.1. Market Overview
 - 5.2.2. Market Size and Forecast

- 5.2.3. Key Trends and Developments
- 5.2.4. Competitive Landscape
- 5.3. United Kingdom
 - 5.3.1. Market Overview
 - 5.3.2. Market Size and Forecast
 - 5.3.3. Key Trends and Developments
 - 5.3.4. Competitive Landscape
- 5.4. Italy
 - 5.4.1. Market Overview
 - 5.4.2. Market Size and Forecast
 - 5.4.3. Key Trends and Developments
 - 5.4.4. Competitive Landscape
- 5.5. Spain
 - 5.5.1. Market Overview
 - 5.5.2. Market Size and Forecast
 - 5.5.3. Key Trends and Developments
 - 5.5.4. Competitive Landscape
- 5.6. Rest of Europe
 - 5.6.1. Market Overview
 - 5.6.2. Market Size and Forecast
 - 5.6.3. Key Trends and Developments
 - 5.6.4. Competitive Landscape

6. COMPETITIVE LANDSCAPE

- 6.1. Market Share Analysis of Key Players
- 6.2. Company Profiles
 - 6.2.1. AeroFarms
 - 6.2.2. Bowery Farming
 - 6.2.3. Freight Farms, Inc.
 - 6.2.4. Green Spirit Farms
 - 6.2.5. Elevate Farms
 - 6.2.6. Crop One Holdings, Inc.
 - 6.2.7. Lufa Farms
 - 6.2.8. Village Farms International, Inc.
 - 6.2.9. Revolution Farms
 - 6.2.10. GrowUp Urban Farms
- 6.3. Strategic Developments: Mergers, Acquisitions, Partnerships
- 6.4. Focus on R&D and Technological Advancements

7. FUTURE OUTLOOK AND MARKET FORECAST

- 7.1. Investment Opportunities and Market Expansion (2025–2034)
- 7.2. Trends Toward Sustainable and Organic Microgreens Production
- 7.3. Innovations in Farming Techniques and Growth Mediums
- 7.4. Strategic Recommendations for Stakeholders

8. KEY INSIGHTS AND SUMMARY OF FINDINGS

9. FUTURE PROSPECTS FOR THE EUROPE MICROGREENS MARKET

List Of Tables

LIST OF TABLES

Table 1: Europe Microgreens Market, By Type, 2025–2034 (USD Million)
Table 2: Europe Microgreens Market, By Farming Type, 2025–2034 (USD Million)
Table 3: Europe Microgreens Market, By Growth Medium, 2025–2034 (USD Million)
Table 4: Europe Microgreens Market, By Distribution Channel, 2025–2034 (USD Million)
Table 5: Germany Microgreens Market, By Type, 2025–2034 (USD Million)
Table 6: Germany Microgreens Market, By Farming Type, 2025–2034 (USD Million)
Table 7: Germany Microgreens Market, By Growth Medium, 2025–2034 (USD Million)
Table 8: Germany Microgreens Market, By Distribution Channel, 2025–2034 (USD Million)
Table 9: UK Microgreens Market, By Type, 2025–2034 (USD Million)
Table 10: UK Microgreens Market, By Farming Type, 2025–2034 (USD Million)
Table 11: UK Microgreens Market, By Growth Medium, 2025–2034 (USD Million)
Table 12: UK Microgreens Market, By Distribution Channel, 2025–2034 (USD Million)
Table 13: France Microgreens Market, By Type, 2025–2034 (USD Million)
Table 14: France Microgreens Market, By Farming Type, 2025–2034 (USD Million)
Table 15: France Microgreens Market, By Growth Medium, 2025–2034 (USD Million)
Table 16: France Microgreens Market, By Distribution Channel, 2025–2034 (USD Million)
Table 17: Rest of Europe Microgreens Market, By Type, 2025–2034 (USD Million)
Table 18: Rest of Europe Microgreens Market, By Farming Type, 2025–2034 (USD Million)
Table 19: Rest of Europe Microgreens Market, By Growth Medium, 2025–2034 (USD Million)
Table 20: Rest of Europe Microgreens Market, By Distribution Channel, 2025–2034 (USD Million)
Table 21: Europe Microgreens Market, Strategic Developments, 2025–2034
Table 22: Europe Microgreens Market, Mergers & Acquisitions, 2025–2034
Table 23: Europe Microgreens Market, New Product Launches, 2025–2034
Table 24: Europe Microgreens Market, Collaborations & Partnerships, 2025–2034
Table 25: Europe Microgreens Market, Investment Trends, 2025–2034
Table 26: Europe Microgreens Market, Technological Advancements, 2025–2034
Table 27: Europe Microgreens Market, Regulatory Landscape, 2025–2034
Table 28: Europe Microgreens Market, Future Trends & Opportunities, 2025–2034
Table 29: Europe Microgreens Market, Competitive Landscape, 2025–2034

List Of Figures

LIST OF FIGURES

Figure 1: Europe Microgreens Market: Market Segmentation

Figure 2: Europe Microgreens Market: Research Methodology

Figure 3: Top-Down Approach

Figure 4: Bottom-Up Approach

Figure 5: Data Triangulation and Validation

Figure 6: Europe Microgreens Market: Drivers, Restraints, Opportunities, and Challenges

Figure 7: Europe Microgreens Market: Porter's Five Forces Analysis

Figure 8: Europe Microgreens Market: Value Chain Analysis

Figure 9: Europe Microgreens Market Share Analysis, By Type, 2025–2034

Figure 10: Europe Microgreens Market Share Analysis, By Farming Type, 2025–2034

Figure 11: Europe Microgreens Market Share Analysis, By Growth Medium, 2025–2034

Figure 12: Europe Microgreens Market Share Analysis, By Distribution Channel, 2025–2034

Figure 13: Germany Microgreens Market Share Analysis, By Type, 2025–2034

Figure 14: Germany Microgreens Market Share Analysis, By Farming Type, 2025–2034

Figure 15: Germany Microgreens Market Share Analysis, By Growth Medium, 2025–2034

Figure 16: Germany Microgreens Market Share Analysis, By Distribution Channel, 2025–2034

Figure 17: UK Microgreens Market Share Analysis, By Type, 2025–2034

Figure 18: UK Microgreens Market Share Analysis, By Farming Type, 2025–2034

Figure 19: UK Microgreens Market Share Analysis, By Growth Medium, 2025–2034

Figure 20: UK Microgreens Market Share Analysis, By Distribution Channel, 2025–2034

Figure 21: France Microgreens Market Share Analysis, By Type, 2025–2034

Figure 22: France Microgreens Market Share Analysis, By Farming Type, 2025–2034

Figure 23: France Microgreens Market Share Analysis, By Growth Medium, 2025–2034

Figure 24: France Microgreens Market Share Analysis, By Distribution Channel, 2025–2034

Figure 25: Rest of Europe Microgreens Market Share Analysis, By Type, 2025–2034

Figure 26: Rest of Europe Microgreens Market Share Analysis, By Farming Type, 2025–2034

Figure 27: Rest of Europe Microgreens Market Share Analysis, By Growth Medium, 2025–2034

Figure 28: Rest of Europe Microgreens Market Share Analysis, By Distribution Channel, 2025–2034

2025–2034

Figure 29: Europe Microgreens Market: Competitive Benchmarking

Figure 30: Europe Microgreens Market: Vendor Share Analysis, 2025–2034

Figure 31: Europe Microgreens Market: Key Player Strategies

Figure 32: Europe Microgreens Market: Recent Developments and Innovations

Figure 33: Europe Microgreens Market: Partnerships, Collaborations, and Expansions

Figure 34: Europe Microgreens Market: Mergers and Acquisitions

Figure 35: Europe Microgreens Market: SWOT Analysis of Key Players

I would like to order

Product name: Europe Microgreens Market Size, Share, Trends & Analysis by Type (Broccoli, Lettuce and Chicory, Arugula, Basil, Fennel, Others), by Farming Type (Indoor Farming, Vertical Farming, Others), by Growth Medium (Peat Moss, Soil, Coconut Coir, Others), by Distribution Channel (Hypermarkets/Supermarkets, Online Stores, Restaurants, Others) and Region, with Forecasts from 2025 to 2034.

Product link: <https://marketpublishers.com/r/E7364DB0842AEN.html>

Price: US\$ 3,685.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E7364DB0842AEN.html>