

Vegetable Farming Market Forecasts to 2032 – Global Analysis By Vegetable Type (Leafy Green Vegetables, Root & Tuber Vegetables, Cruciferous Vegetables, Marrow Vegetables, Allium Vegetables, Legume Vegetables, Aquatic & Exotic Vegetables and Other Vegetable Types), Farming Method, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Vegetable Farming Market is accounted for \$1.8 trillion in 2025 and is expected to reach \$3.1 trillion by 2032 growing at a CAGR of 8.1% during the forecast period. Vegetable farming is the agricultural practice of cultivating vegetables for consumption, trade, and processing. It entails employing both conventional and contemporary agricultural methods to cultivate a broad range of food plants, such as leafy greens, root vegetables, legumes, and fruit-bearing vegetables. Production yields are greatly impacted by a number of factors, including climate, insect management, irrigation, and soil quality.

Market Dynamics:

Driver:

Rising demand for organic & healthy food

People are becoming more health-conscious and prefer consuming fresh, pesticide-free produce. Additionally, the increasing awareness about the environmental impact of conventional farming is pushing consumers towards sustainable and organic options. This trend is further supported by government initiatives and policies promoting organic

farming practices. As a result, the demand for organic vegetables continues to surge globally.

Restraint:

Pest & disease outbreaks

These outbreaks can cause significant crop losses and reduce the overall yield, affecting farmers' profitability. In addition, the reliance on chemical pesticides to combat these issues can lead to environmental pollution and health risks. Developing effective and sustainable pest management strategies is crucial to address these challenges. However, the unpredictability of pest and disease occurrences makes it difficult to implement consistent solutions.

Opportunity:

Adoption of smart agriculture & precision farming

These advanced technologies enable farmers to monitor and manage their crops more efficiently, leading to higher yields and reduced resource consumption. Precision farming tools, such as drones, sensors, and satellite imagery, provide real-time data on crop health and soil conditions. This data-driven approach allows farmers to make informed decisions and optimize their farming practices. The integration of IoT and AI in agriculture is further revolutionizing the industry.

Threat:

Climate change & extreme weather conditions

Unpredictable weather patterns, such as droughts, floods, and temperature fluctuations, can severely impact crop production and quality. These adverse conditions not only affect yields but also increase the risk of pest and disease outbreaks. The farming community needs to adapt to these changes by adopting resilient farming practices and developing climate-smart agriculture techniques. However, the long-term effects of climate change remain a considerable concern for the industry.

Covid-19 Impact:

The Covid-19 pandemic has had both positive and negative effects on the vegetable

farming market. On one hand, the demand for fresh and locally sourced vegetables increased as consumers are prioritizing health and nutrition during the pandemic. This shift in consumer behavior benefited small-scale and local farmers. Additionally, the economic downturn and reduced purchasing power affected the overall market growth.

The leafy green vegetables segment is expected to be the largest during the forecast period

The Leafy Green Vegetables segment is expected to account for the largest market share during the forecast period due to the growing demand for nutritious and low-calorie food options is driving the popularity of leafy greens like spinach, kale, and lettuce. These vegetables are rich in vitamins, minerals, and antioxidants, making them a preferred choice among health-conscious consumers. Furthermore, the ease of cultivation and short growth cycles of leafy greens contribute to their widespread adoption. The segment's growth is also supported by the rising trend of urban farming and hydroponics.

The conventional farming segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Conventional Farming segment is predicted to witness the highest growth rate during the forecast period. Despite the growing interest in organic farming, conventional farming practices continue to dominate the vegetable farming market. This is due to their cost-effectiveness, higher yield potential, and well-established techniques. Conventional farming methods are widely used in developing regions where the adoption of advanced agricultural technologies is still limited. The segment's growth is driven by the increasing demand for high-volume vegetable production to meet global food requirements.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. These regions have strong demand for fresh and organic vegetables, coupled with advanced farming techniques, supports this growth. The United States and Canada, in particular, have well-developed agricultural infrastructure and policies promoting sustainable farming practices. Additionally, the presence of major market players and a high level of consumer awareness contribute to the region's dominance. North America's focus on innovative agricultural technologies further enhances its market position.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to the rapid population growth, increasing disposable income, and changing dietary preferences drive the demand for vegetables. Countries like China, India, and Japan are at the forefront of this growth, with government initiatives supporting modern agricultural practices. The adoption of advanced technologies and the expansion of agricultural research and development activities further propel the market. The growing awareness about the health benefits of vegetables also fuels the region's market expansion.

Key players in the market

Some of the key players in Vegetable Farming Market include Dole plc, Fresh Del Monte Produce Inc., Costa Group Holdings Limited, Robinson Fresh, Driscoll's, Inc., Keelings, Mirak Group, Fruitable Fresh Sdn Bhd, Naturipe Farms, Goknur Gida, EMONA Co. Ltd., Fresgarrido, BelOrta, Bonduelle S.A, Greenyard NV and Sakata Seed Corporation.

Key Developments:

In March 2024, EcoPack introduced biodegradable and compostable packaging for fresh vegetables. This packaging is made from plant-based materials and is designed to extend the shelf life of vegetables.

In March 2024, AeroFarms launched its next-generation vertical farming system, integrating AI-driven climate control and LED lighting optimization. This system reduces water usage by 95% and increases crop yields by 20-30%, making it ideal for urban vegetable farming.

In February 2024, Rise Gardens introduced a new line of home hydroponic kits designed for growing vegetables like lettuce, peppers, and herbs indoors. The kits come with app-based monitoring for light, nutrients, and water levels.

Vegetable Types Covered:

Leafy Green Vegetables

Root & Tuber Vegetables

Cruciferous Vegetables

Marrow Vegetables

Allium Vegetables

Legume Vegetables

Aquatic & Exotic Vegetables

Other Vegetable Types

Farming Methods Covered:

Conventional Farming

Organic Farming

Hydroponics

Aquaponics

Vertical Farming

Other Farming Methods

Distribution Channels Covered:

Retail Stores

Online Retailing

Farmers Market

Specialty Stores

Foodservice Providers

Wholesale Markets

Other Distribution Channels

End Users Covered:

Household

Commercial

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Technology Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL VEGETABLE FARMING MARKET, BY VEGETABLE TYPE

- 5.1 Introduction
- 5.2 Leafy Green Vegetables
- 5.3 Root & Tuber Vegetables
- 5.4 Cruciferous Vegetables
- 5.5 Marrow Vegetables
- 5.6 Allium Vegetables
- 5.7 Legume Vegetables
- 5.8 Aquatic & Exotic Vegetables
- 5.9 Other Vegetable Types

6 GLOBAL VEGETABLE FARMING MARKET, BY FARMING METHOD

- 6.1 Introduction
- 6.2 Conventional Farming
- 6.3 Organic Farming
- 6.4 Hydroponics
- 6.5 Aquaponics
- 6.6 Vertical Farming
- 6.7 Other Farming Methods

7 GLOBAL VEGETABLE FARMING MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Introduction
- 7.2 Retail Stores
- 7.3 Online Retailing
- 7.4 Farmers Market
- 7.5 Specialty Stores
- 7.6 Foodservice Providers
- 7.7 Wholesale Markets
- 7.8 Other Distribution Channels

8 GLOBAL VEGETABLE FARMING MARKET, BY END USER

- 8.1 Introduction
- 8.2 Household
- 8.3 Commercial

8.4 Other End Users

9 GLOBAL VEGETABLE FARMING MARKET, BY GEOGRAPHY

9.1 Introduction

9.2 North America

9.2.1 US

9.2.2 Canada

9.2.3 Mexico

9.3 Europe

9.3.1 Germany

9.3.2 UK

9.3.3 Italy

9.3.4 France

9.3.5 Spain

9.3.6 Rest of Europe

9.4 Asia Pacific

9.4.1 Japan

9.4.2 China

9.4.3 India

9.4.4 Australia

9.4.5 New Zealand

9.4.6 South Korea

9.4.7 Rest of Asia Pacific

9.5 South America

9.5.1 Argentina

9.5.2 Brazil

9.5.3 Chile

9.5.4 Rest of South America

9.6 Middle East & Africa

9.6.1 Saudi Arabia

9.6.2 UAE

9.6.3 Qatar

9.6.4 South Africa

9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

10.1 Agreements, Partnerships, Collaborations and Joint Ventures

- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

11 COMPANY PROFILING

- 11.1 Dole plc
- 11.2 Fresh Del Monte Produce Inc.
- 11.3 Costa Group Holdings Limited
- 11.4 Robinson Fresh
- 11.5 Driscoll's, Inc.
- 11.6 Keelings
- 11.7 Mirak Group
- 11.8 Fuitable Fresh Sdn Bhd
- 11.9 Naturipe Farms
- 11.10 Goknur Gida
- 11.11 EMONA Co. Ltd.
- 11.12 Fresgarrido
- 11.13 BelOrta
- 11.14 Bonduelle S.A
- 11.15 Greenyard NV
- 11.16 Sakata Seed Corporation

List Of Tables

LIST OF TABLES

Table 1 Global Vegetable Farming Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Vegetable Farming Market Outlook, By Vegetable Type (2024-2032) (\$MN)

Table 3 Global Vegetable Farming Market Outlook, By Leafy Green Vegetables (2024-2032) (\$MN)

Table 4 Global Vegetable Farming Market Outlook, By Root & Tuber Vegetables (2024-2032) (\$MN)

Table 5 Global Vegetable Farming Market Outlook, By Cruciferous Vegetables (2024-2032) (\$MN)

Table 6 Global Vegetable Farming Market Outlook, By Marrow Vegetables (2024-2032) (\$MN)

Table 7 Global Vegetable Farming Market Outlook, By Allium Vegetables (2024-2032) (\$MN)

Table 8 Global Vegetable Farming Market Outlook, By Legume Vegetables (2024-2032) (\$MN)

Table 9 Global Vegetable Farming Market Outlook, By Aquatic & Exotic Vegetables (2024-2032) (\$MN)

Table 10 Global Vegetable Farming Market Outlook, By Other Vegetable Types (2024-2032) (\$MN)

Table 11 Global Vegetable Farming Market Outlook, By Farming Method (2024-2032) (\$MN)

Table 12 Global Vegetable Farming Market Outlook, By Conventional Farming (2024-2032) (\$MN)

Table 13 Global Vegetable Farming Market Outlook, By Organic Farming (2024-2032) (\$MN)

Table 14 Global Vegetable Farming Market Outlook, By Hydroponics (2024-2032) (\$MN)

Table 15 Global Vegetable Farming Market Outlook, By Aquaponics (2024-2032) (\$MN)

Table 16 Global Vegetable Farming Market Outlook, By Vertical Farming (2024-2032) (\$MN)

Table 17 Global Vegetable Farming Market Outlook, By Other Farming Methods (2024-2032) (\$MN)

Table 18 Global Vegetable Farming Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 19 Global Vegetable Farming Market Outlook, By Retail Stores (2024-2032)

(\$MN)

Table 20 Global Vegetable Farming Market Outlook, By Online Retailing (2024-2032)

(\$MN)

Table 21 Global Vegetable Farming Market Outlook, By Farmers Market (2024-2032)

(\$MN)

Table 22 Global Vegetable Farming Market Outlook, By Specialty Stores (2024-2032)

(\$MN)

Table 23 Global Vegetable Farming Market Outlook, By Foodservice Providers

(2024-2032) (\$MN)

Table 24 Global Vegetable Farming Market Outlook, By Wholesale Markets

(2024-2032) (\$MN)

Table 25 Global Vegetable Farming Market Outlook, By Other Distribution Channels

(2024-2032) (\$MN)

Table 26 Global Vegetable Farming Market Outlook, By End User (2024-2032) (\$MN)

Table 27 Global Vegetable Farming Market Outlook, By Household (2024-2032) (\$MN)

Table 28 Global Vegetable Farming Market Outlook, By Commercial (2024-2032) (\$MN)

Table 29 Global Vegetable Farming Market Outlook, By Other End Users (2024-2032)

(\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above. Wholesale Markets

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