

Microgreens Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2019-2029 Segmented By Type (Broccoli, Lettuce & Chicory, Arugula, Basil, Fennel, Carrots, Others), By Farming Technique (Indoor Vertical Farming, Commercial Greenhouses, Others), By Growth Medium (Peat Moss, Soil, Coconut Coir, Tissue Paper, Others), By Distribution Channel (Hypermarkets/Supermarkets, Online, Retail Stores, Others), By End Use (Commercial and Residential), By Region and Competition

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Abstracts

Global Microgreens Market was valued at USD 2.08 Billion in 2023 and is anticipated to project impressive growth in the forecast period with a CAGR of 8.56% through 2029. Microgreens are small, tender vegetable greens that reach heights of one to three inches. They boast an impressive nutritional profile, serving as a concentrated source of vitamins, antioxidants, and minerals, including calcium, magnesium, sodium, potassium, manganese, iron, copper, zinc, and selenium. Available in a range of colors, flavors, and textures, microgreens are cultivated from various seeds, including herbs, vegetables, and grains. They elevate the visual appeal, texture, and taste of diverse cuisines, making them ideal for garnishing salads, sandwiches, and soups. Furthermore, they have been associated with potential benefits in managing conditions such as cancer, diabetes, and cardiovascular disorders.

Key Market Drivers

Increasing Awareness of Nutritional Benefits of Microgreens

The global demand for microgreens is forecasted to surge prominently, primarily due to an increasing awareness of their nutritional benefits. Microgreens, despite their small size, are packed with a concentrated number of vitamins, minerals, and antioxidants, often surpassing their mature counterparts. As health-conscious consumers strive for a balanced diet and optimum nutrition, the appeal of microgreens becomes more prominent. Their versatility in dishes, from salads to sandwiches, and even smoothies, further enhances their desirability. In addition, the shift towards plant-based diets and sustainable farming practices also plays a part in stimulating the demand. Microgreens, which can be grown indoors, all-year-round, align well with sustainability goals, fostering local production and reducing food miles. With the ongoing trend of urban farming and vertical agriculture, microgreens are set to be a significant player in future food systems. The trend is global, with increasing interest observed in regions such as North America, Europe, and Asia-Pacific. Therefore, as the awareness of the nutritional benefits of microgreens continues to grow, it is anticipated to catalyze their global demand significantly.

Growing Consumer Demand for Organic & Non-GMO Foods

The increasing global consumer demand for organic and non-GMO foods is poised to significantly escalate the demand for microgreens. Microgreens, the seedlings of vegetables and herbs, have gained immense popularity owing to their higher nutrient content compared to their fully-grown counterparts. Moreover, they are organic and non-GMO, aligning perfectly with the current consumer trend favoring healthy and natural food options. As individuals become increasingly aware of the health benefits of microgreens, their consumption is expected to rise. The trend is further fueled by a growing preference for locally sourced produce, as microgreens can be cultivated in urban environments, reducing the necessity for long-distance transportation and thereby reducing the carbon footprint. Additionally, the versatility of microgreens in culinary applications, ranging from sandwiches to salads and garnishes, further increases their appeal to a wide range of consumers. The intersection of health consciousness, environmental awareness, and culinary versatility thus positions microgreens to be a major beneficiary of the rising consumer demand for organic and non-GMO foods.

Rising Popularity of Vegan & Plant-Based Diets

The escalating popularity of vegan and plant-based diets is forecasted to significantly

boost the global demand for microgreens. These tiny, nutrient-rich plants are ideal candidates for plant-based diets due to their abundant vitamin, mineral, and antioxidant content. Microgreens provide a healthy, low-calorie source of essential nutrients, making them an excellent choice for health-conscious consumers and those following vegan or vegetarian diets. As awareness of the health benefits associated with plant-based diets grows, so does the interest in nutrient-dense foods like microgreens. Furthermore, the sustainability factor associated with microgreens - they require less space and water compared to traditional crops - aligns with the environmentally-conscious ethos frequently found among proponents of plant-based diets. Thus, the global rise in veganism and plant-based eating patterns is likely to propel the microgreen market to new heights, as people continue to seek out food choices that are not only beneficial to their health but also kind to the planet.

High Yield & Revenue from Small Scale Microgreen Farming

A rising trend in the agriculture industry is the cultivation of microgreens, which has gained significant traction owing to its high profitability and minimal space requirements. Microgreens, packed with concentrated nutrients and differentiated by their unique flavors and textures, are high in demand in global upscale restaurant markets. These small-scale microgreen farming practices are expected to have a monumental influence on the global demand for microgreens. The high yield from a small area is one key aspect driving this trend. Given their rapid growth cycle, multiple crops can be harvested in a short period, maximizing return on investment. The low initial investment required for establishing a microgreen farm also contributes to a high profit margin. Moreover, they can be grown year-round, indoors, independent of weather conditions, further increasing the yield and reducing the risk of crop loss. Additionally, with the rise in health-conscious consumers, the demand for nutrient-rich microgreens is expected to skyrocket. In a world increasingly focused on sustainability, the small environmental footprint of microgreen farming is another factor set to boost its attractiveness and, consequently, the global demand for microgreens.

Key Market Challenges

Climate Constraints

Climate constraints play a significant role in the global demand for microgreens. As these delicate plants require specific temperature and humidity ranges to thrive, any shifts in climate patterns can drastically affect their production. Extreme weather conditions such as droughts, floods, or unseasonal heatwaves can curtail harvests,

leading to supply shortages and inflated prices. Moreover, the increasing prevalence of such extreme weather events due to climate change adds an extra layer of uncertainty to microgreens production.

Furthermore, the energy-intensive nature of indoor farming, often employed to cultivate microgreens, presents another challenge. As the world moves towards sustainable energy practices, the high energy usage of these indoor farming facilities could make them less appealing, decreasing the demand for microgreens. As climate change drives a shift in dietary preferences towards more climate-resilient crops, the appeal of microgreens could potentially wane. Thus, climate constraints, coupled with sustainability concerns, are poised to impact the global demand for microgreens.

Short Shelf Life

Microgreens, despite their rich nutritional profile, possess a short shelf life that is proving to be a significant roadblock to their global demand. Harvested just after the first leaves develop, these tiny greens are highly perishable and susceptible to rapid quality degradation. Even under ideal refrigeration conditions, they seldom remain fresh beyond a week, making long-distance transportation practically unfeasible. This limitation considerably restricts their market to local consumers, preventing microgreens from reaching a broader, global audience. Additionally, the fast spoilage rate poses a considerable risk for waste, deterring retailers and food service providers who need to maintain a balance between supply and demand. The associated economic losses, due to the high wastage rate, can significantly affect the profitability and viability of businesses dealing with microgreens. This domino effect, from short shelf life to decreased global demand, underscores the urgent need for innovative post-harvest handling practices and packaging solutions for these nutritious greens. Until then, the short lifespan of microgreens will continue to hamper their global footprint.

Key Market Trends

Technological Advancements in Farming Techniques & Equipment

Technological advancements in farming techniques and equipment, particularly in the cultivation of microgreens, are anticipated to fuel a global surge in demand. Precision agriculture, incorporating features such as AI and IoT, is refining farming processes, leading to higher yields of microgreens with lesser resource input. Automated systems are now capable of controlling environmental variables like humidity, light, and temperature, assuring the optimum growth conditions for these nutritious plants. These

advancements are not only enhancing productivity but are also making the production of microgreens more sustainable. Furthermore, the advent of vertical farming technologies is enabling year-round microgreen cultivation, even in urban settings with limited space. This ability to grow microgreens in a controlled environment, irrespective of outdoor weather conditions or geographic location, makes them a promising option for future food security. In addition, new machinery specifically designed for microgreens is improving the efficiency of seeding, harvesting, and packaging operations. This increased efficiency, paired with the growing consumer awareness about the health benefits of microgreens, is likely to skyrocket their demand worldwide. Such technological progression is signaling a promising future for the microgreen industry, setting the stage for a global dietary revolution.

Rising Investments in Agtech Startups

The global agtech landscape is witnessing an unprecedented surge in investment, with numerous startups focusing on innovative technologies that can revolutionize agriculture. Of particular note are advancements in microgreens farming, a sector that is rapidly gaining traction. These tiny greens, known for their nutritional density and flavor profiles, are becoming popular with chefs and health-conscious consumers worldwide. The increased investment has led to the development of cutting-edge technologies aimed at optimizing the growth and yield of microgreens. These include hydroponic systems, automated climate control, and AI-driven analytics for monitoring plant health. As such, we can expect a significant rise in the global demand for microgreens, driven by both consumer preference for more nutritious food alternatives and the proliferation of tech-enabled urban farming. The surging investments in agtech startups denote a promising future for this niche farming sector, pointing towards a global trend of sustainable, localized food production. This, in turn, calls for more research, innovation, and resources to meet the anticipated demand, thereby making the microgreens market a lucrative opportunity for investors and entrepreneurs alike.

Segmental Insights

Type Insights

Based on the Type, in the global microgreens market, one variety has emerged as the undisputed leader: broccoli microgreens. These tiny greens, often hailed as superfoods due to their exceptional nutritional value, not only provide a powerhouse of nutrients but also offer a delightful and versatile flavor profile. Loved by professional chefs and home cooks alike, broccoli microgreens have become the go-to choice for adding a burst of

freshness and healthiness to dishes. These vibrant greens, packed with antioxidants and a host of potential health benefits, have garnered immense popularity worldwide. They are known to support healthy digestion, fortify the immune system, and contribute to overall well-being. With their rising demand, broccoli microgreens have surpassed other microgreen varieties like lettuce, chicory, arugula, basil, fennel, and even carrots, becoming the top choice for health-conscious individuals and culinary enthusiasts. In the culinary world and beyond, the profound impact of these vibrant greens continues to flourish. Whether it's a gourmet salad, a nutritious smoothie, or an innovative culinary creation, broccoli microgreens are making their mark, captivating taste buds and nourishing bodies with their unparalleled freshness and goodness.

Farming Technique Insights

Based on the Farming Technique, in the Global Microgreens Market, Indoor Vertical Farming is currently dominating the industry. This innovative method of farming provides an optimal and controlled environment for microgreens to flourish. By utilizing vertical space efficiently, it not only maximizes the yield but also reduces the need for expansive land. In comparison to traditional methods like Commercial Greenhouses, Indoor Vertical Farming offers a significant advantage in terms of space utilization and productivity.

Moreover, the year-round production capability of Indoor Vertical Farming is a game-changer. Regardless of external weather conditions, microgreens can be cultivated consistently, ensuring a steady supply to meet the market demand. This resilience and reliability further solidify its position as the preferred method in the microgreens market, contributing to its ongoing dominance.

Regional Insights

The North American region is currently at the forefront of the global microgreens market. With the increasing demand for organic and locally sourced food in the United States and Canada, coupled with the growing awareness about the exceptional nutritional benefits of microgreens, this region has experienced a remarkable surge in market growth. One of the key factors contributing to the success of the North American microgreens market is the rising popularity of sustainable farming practices. Consumers are becoming more conscious of the environmental impact of their food choices and are actively seeking out sustainable alternatives. Microgreens, with their short growth cycle and minimal resource requirements, are seen as an eco-friendly option that aligns with these

values. Furthermore, the emphasis on healthy eating habits has also played a significant role in the widespread adoption of microgreens in North America. As more people prioritize their health and well-being, they are looking for nutrient-dense foods that can provide a range of health benefits. Microgreens, packed with vitamins, minerals, and antioxidants, offer a convenient and flavorful way to boost nutritional intake.

As a result of these factors, the North American microgreens market continues to thrive, catering to the needs and preferences of health-conscious consumers across the region. The versatility of microgreens, with their wide range of flavors and textures, makes them a popular choice for culinary enthusiasts and chefs alike. Whether used as a garnish, added to salads, or incorporated into smoothies, microgreens bring a burst of freshness and color to dishes, enhancing both the visual appeal and nutritional value. The North American region is not only leading the way in the global microgreens market but also driving innovation and sustainability in food production. With the growing demand for organic, locally sourced, and nutrient-rich food, microgreens have emerged as a thriving industry that caters to the evolving needs and preferences of health-conscious consumers.

Key Market Players

AeroFarms LLC

Goodleaf Farms

Living Earth Farm

Farm Box Greens

Jiangsu Skyplant Greenhouse Technology Co. Ltd

Shanghai Dehuan Industry Co. Ltd

Chef's Garden Inc.

Madar Farms

Metro Microgreens

Greenbelt Microgreens

Report Scope:

In this report, the Global Microgreens Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Microgreens Market, By Type:

Broccoli

Lettuce & Chicory

Arugula

Basil

Fennel

Carrots

Others

Microgreens Market, By Farming Technique:

Indoor Vertical Farming

Commercial Greenhouses

Others

Microgreens Market, By Growth Medium:

Peat Moss

Soil

Coconut Coir

Tissue Paper

Others

Microgreens Market, By Distribution Channel:

Hypermarkets/Supermarkets

Online

Retail Stores

Others

Microgreens Market, By End User:

Commercial

Residential

Microgreens Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Microgreens Market.

Available Customizations:

Global Microgreens market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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