

# Arugula Microgreen Market to Reach \$402.6 Million by 2031, Driven by Growing Consumer Interest in Healthy

*Allied Market Research projects the global Arugula Microgreen Market to hit \$402.6 million by 2031, driven by rising consumer demand for healthy.*

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATE, March 21, 2024 /EINPresswire.com/ -- "[Arugula Microgreen Market](https://www.alliedmarketresearch.com/request-sample/A11755)," The arugula microgreen market size was valued at \$165.20 million in 2021 and is estimated to reach \$402.6 million by 2031, growing at a CAGR of 9% from 2022 to 2031.



Arugula-Microgreen Market

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Arugula microgreens are tiny and immature edible greens. They are harvested 7-20 days after seedling emergence and before the full growth of the first pair of leaves.”

*Allied Market Research*

The arugula microgreen market is anticipated to witness substantial growth, with Allied Market Research forecasting it to reach \$402.6 million by 2031. Arugula microgreens, also known as rocket or rucola, are young arugula plants harvested at an early stage of growth, typically within 7–21 days after germination.

Several factors contribute to the projected growth of the arugula microgreen market. Firstly, there is an increasing consumer interest in healthy and nutritious foods, driving the demand for microgreens due to their high nutritional

value. Arugula microgreens are particularly sought-after for their rich nutrient content, including vitamins, minerals, and antioxidants.

Moreover, the culinary versatility of arugula microgreens has contributed to their popularity

among chefs, home cooks, and food enthusiasts. Arugula microgreens add a distinctive peppery flavor and vibrant color to dishes, making them a favorite ingredient in salads, sandwiches, wraps, and various other culinary creations.

Additionally, the rise of urban farming and indoor gardening has made it easier for individuals to grow arugula microgreens at home, further boosting their consumption and market demand. Growing awareness about sustainable agriculture practices and the benefits of locally sourced produce also plays a role in driving market growth.

The arugula microgreen market is segmented based on various factors such as distribution channel, application, and region. Distribution channels include supermarkets and hypermarkets, specialty stores, online retailers, and direct sales channels. Applications of arugula microgreens span across the food industry, including food retail, food service, and food processing sectors.

Geographically, the market analysis covers regions such as North America, Europe, Asia-Pacific, Latin America, and the Middle East and Africa. North America and Europe are expected to hold significant market shares, driven by the increasing adoption of microgreens in the culinary and foodservice industries.

Overall, the arugula microgreen market presents promising opportunities for growers, distributors, and retailers alike, with its expected growth trajectory fueled by consumer preferences for healthy and flavorful foods, culinary innovation, and sustainable agriculture practices.

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## Health and Wellness Trends

The growing emphasis on health and wellness has led consumers to seek out nutrient-dense foods like arugula microgreens. With increasing awareness of the health benefits associated with microgreens, including their high levels of vitamins, minerals, and phytochemicals, consumers are incorporating them into their diets as a way to support overall well-being.

## Increased Urbanization

Urbanization has led to smaller living spaces and limited access to traditional gardening areas. As a result, individuals living in urban areas are turning to alternative methods of gardening, such as indoor gardening and hydroponics, to grow their own fresh produce. Arugula microgreens are particularly well-suited to these urban gardening practices due to their compact size and rapid growth.

## Celebrity and Influencer Endorsements

The endorsement of arugula microgreens by celebrities, chefs, and social media influencers has helped raise awareness about their culinary versatility and health benefits. Influential figures often share recipes, cooking tips, and nutritional information about arugula microgreens, encouraging their followers to incorporate them into their meals.

### Food Industry Innovation

The food industry is constantly evolving, with chefs and food manufacturers continuously seeking out new ingredients and flavors to meet consumer demand. Arugula microgreens offer a unique flavor profile and aesthetic appeal that chefs can use to enhance the presentation and taste of their dishes. Similarly, food manufacturers may incorporate arugula microgreens into packaged salads, sandwiches, and ready-to-eat meals to appeal to health-conscious consumers.

### Environmental Sustainability

Microgreens, including arugula microgreens, are often praised for their environmental sustainability. They require fewer resources, such as water and land, compared to traditional crops, making them a more environmentally friendly option. As consumers become more concerned about the environmental impact of their food choices, the demand for sustainable products like arugula microgreens is expected to rise.

The arugula microgreen market is positioned for significant growth driven by evolving consumer preferences, culinary trends, and sustainability initiatives. As awareness of the nutritional benefits and culinary versatility of arugula microgreens continues to spread, the market is likely to expand further in the coming years.

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### Key Players and Strategies:

The arugula microgreen industry's key players, including AeroFarms, TruLeaf Sustainable Agriculture, and Gotham Greens, have focused on product launches and business expansion to enhance their market position and competitiveness. By adopting these strategies, they aim to increase profitability and capture a larger share of the market.

### Key Findings:

The arugula microgreen market was valued at \$165.2 million in 2021 and is forecasted to reach \$402.6 million by 2031, with a compound annual growth rate (CAGR) of 9.0%. This growth reflects increasing consumer demand for arugula microgreens due to their nutritional benefits and culinary versatility.

Indoor vertical farming emerged as the dominant farming method in 2021, driven by factors such as year-round production, controlled growing conditions, and efficient space utilization.

Among end users, the food service segment accounted for a significant portion of the market, with a valuation of \$97.8 million in 2021, representing 59.2% of the global arugula microgreen market share. This indicates the widespread adoption of arugula microgreens by restaurants, catering services, and other food establishments.

The United States emerged as the leading market in North America, with a projected value of \$47.8 million by 2031, growing at a CAGR of 8.4% during the forecast period. This growth is attributed to factors such as increasing consumer awareness of healthy eating and the availability of arugula microgreens in various retail and food service outlets across the country.

The arugula microgreen market is poised for significant growth, driven by factors such as increasing consumer interest in healthy and sustainable food options, advancements in farming technologies, and expanding distribution channels. As key players continue to innovate and expand their operations, the market is expected to experience further expansion in the coming years.

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