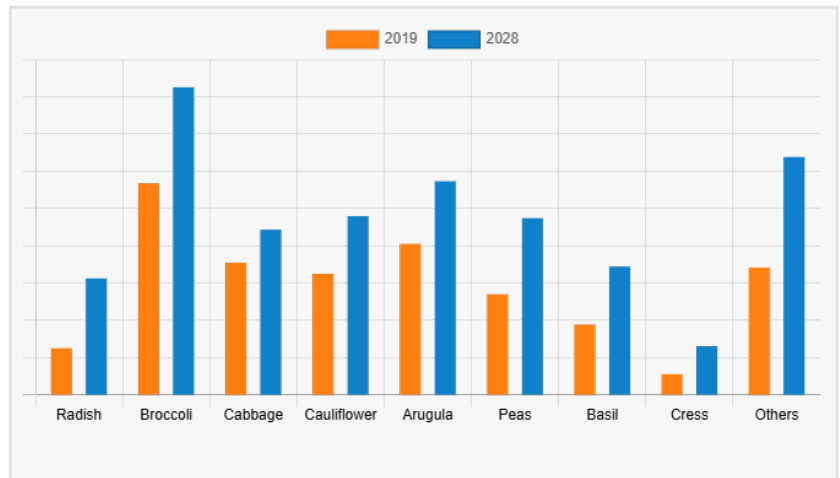


# Microgreens Market size to generate \$2.2 billion by 2028 | AeroFarms, 2BFresh, Bowery Farming

WILMINGTON, DE, UNITED STATES, February 5, 2025 /EINPresswire.com/ -- The [global microgreens market size](#) was valued at \$1.3 billion in 2019, and is estimated to reach \$2.2 billion by 2028, growing at a CAGR of 11.1% from 2021 to 2028.



Rise in area under protected cultivation which majorly includes indoor vertical and greenhouse farming methods and increasing increase in spending on healthy, fresh, and nutritious agriculture produce are expected to garner the growth of the microgreens market. Adoption of the internet of things (IoT) in the farming and farm mechanization is promoting farmers to grow high valued crops, which directly supports to the growth of the microgreens market.

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Microgreens are edible plants that are harvested in the juvenile growth stage. They have a quick crop cycle. They are ready to harvest in around 7 to 14 days, depending on the species and varieties of the microgreens. Microgreens are majorly cultivated in the indoor vertical and greenhouse farming methods as they need intense care and controlled environment. The favorable temperature for the healthy and desired growth of microgreens is 18 to 24°C and relative humidity (RH) of 40 to 60%; therefore, protected cultivation is majorly used.

Microgreens have been gaining major popularity among the health-conscious people as they contain huge amount of vitamins and antioxidants, which helps reduce the risk of cardiovascular and chronic diseases. Furthermore, Microgreens Market Demand need comparatively less resources to grow at home for daily consumption; therefore, it can be easily grown in the garden and rooftop. Rise in adoption of the protected cultivation and financial and technical support from the government to farmers for erection of protected cultivation plants are likely to support to increase the production of microgreens. Furthermore, growing use of Microgreens Market

Trends in the food services industry as flavor and texture enhancement ingredient is expected to surge the demand for microgreens. Due to the COVID-19 pandemic, supply chain has been adversely affected and whole food & beverage industry is still incurring losses. Governments are frequently practicing total lockdown to limit the spread of corona virus, in which restaurants are strictly suggested to close.

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Restaurant is one of the major selling points of the microgreens. Temporarily, COVID-19 pandemic is restraining the growth of the global microgreens market during the forecast period. The microgreens market is segmented on the basis of type, farming, end user, and region. On the basis of type, the market is categorized into broccoli, cabbage, cauliflower, arugula, peas, radish, basil, carrots, and others. By farming, it is segregated into indoor vertical farming, commercial greenhouses, and other. By end user, market is segmented into retail, food service, and others. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Russia, Spain, Italy, France, Germany, UK, Rest of Europe), Asia-Pacific (China, Japan, India, Singapore, South Korea, Australia and Rest of Asia-Pacific), and LAMEA (Latin America, Middle East, Africa).

The players operating in the microgreens industry have adopted product launch and business expansion as their key developmental strategies to expand their Microgreens Market Share, increase profitability, and remain competitive in the market. The key players profiled in this report include AeroFarms, Fresh Origins, Gotham Greens, Madar Farms, 2BFresh, The Chef's Garden Inc., Farmbox Greens LLC, Living Earth Farm, TruLeaf Sustainable Agriculture, and Bowery Farming.

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