

Millet Seeds Market Size, Share, Trends, Growth, and Revenue Projections by 2030

Surge in demand for healthy foods, increase in the trend of veganism, and extensive use of millets in animal feed fuel the growth of the global market.

WILMINGTON, DE, UNITED STATES, September 10, 2025 / EINPresswire.com/ -- [Millet seeds market size](#) was estimated at \$10.1 billion in 2020 and is expected to generate \$18.3 billion by 2030, and registering with a CAGR of 6.1% from 2021 to 2030.



Surge in demand for healthy foods, increase in the trend of veganism, and extensive use of millets in animal feed fuel the growth of the global millet seeds market. On the other hand, adulteration of millet seeds and presence of several other alternatives impede the growth to some extent. However, growing inclination toward having organic foods is expected to create lucrative opportunities in the industry.

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Organic millet seeds and food products made from such millet seeds are becoming highly popular which is increasing demand for millets.

The current generation of consumers, especially the millennials and gen z, are adopting foods that are healthier and nutritious. More focus is given on healthy eating habits and balanced diets to gain the most nutritional benefits for the body. Millets are some of the most nutritious food grains and seeds available. They are high in all macro nutrients and low in carbohydrates. They also have high fiber content, which facilitates good gut health and increased metabolism. Millet seeds also contain large amounts of vitamins, minerals, and calcium which help improve bone density as well as provide the body with enough nutrition to have healthy bodily functions and avoid diseases. A larger number of consumers across the world are becoming aware regarding

the health benefits of millet seeds, and thus the use of millet seeds to supplement a healthy diet is rapidly increasing

Adulteration is a process in which the quality of a commodity or food is reduced by addition of other substances in to the commodity or food. Adulterated food can cause harm to a lot of people as they may contain chemicals or substances that may be harmful or unfit for human consumption. Millet seeds are also adulterated either to increase the weight of the millets seeds being sold, or to make them appear better in appearance. One of the ways of adulteration of millet seeds is the addition of Rhodamine-B to finger millet as determined by FSSAI, which stands for Food Safety and Standards Authority of India. Rhodamine-B is a type of chemical xanthene dye, which is added to finger millets to provide a more vibrant color to the millet seeds. Consumption of this dye by humans can cause gastrointestinal problems, vomiting, diarrhea, respiratory tract irritation, and eye irritation. Similarly, many other chemicals can be added to millet seeds that reduce their quality. Such adulteration negatively impacts poses a major challenge for the engaged stakeholders.

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The global report is studied on the basis of type, nature, and sales channel. . Based on type, the global market is bifurcated into pearl millet, finger millet, proso millet, foxtail millet, and others. By nature, the market is segmented into conventional and organic. Based on sales channel the global market is studied across hypermarket/supermarket, specialty store, and others.

Based on region, the market across Asia-Pacific held the major share in 2020, garnering around half of the global market. Europe, on the other hand, would manifest the fastest CAGR of 7.3% throughout the forecast period.

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The global millet seeds market is studied across Asia-Pacific, Africa, Europe, and Rest of World. Asia Pacific and Africa lead in terms of market share for 2020, While Europe is forecasted to grow with significant growth during the forecast period owing to growing demand for healthy foods, extensive advertising and promotion, and large scale veganism. India along with China and western African countries is likely to witness increased demand of millet seeds in the coming years.

The key market players analyzed in the global [millet seeds industry](#) report include Crystal Crop Protection Ltd., Soya UK Ltd., Delphi Organic GmbH, Eastern Colorado Seeds, Allied Seed, Hancock Seed & Company, Mirfak Pty Ltd, Nuts in Bulk, RR Agro Foods, and Mamta Hygiene Products Pvt Ltd. These market players have adhered to several strategies including partnership, expansion, collaboration, joint ventures, and others to prove their flair in the industry.

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