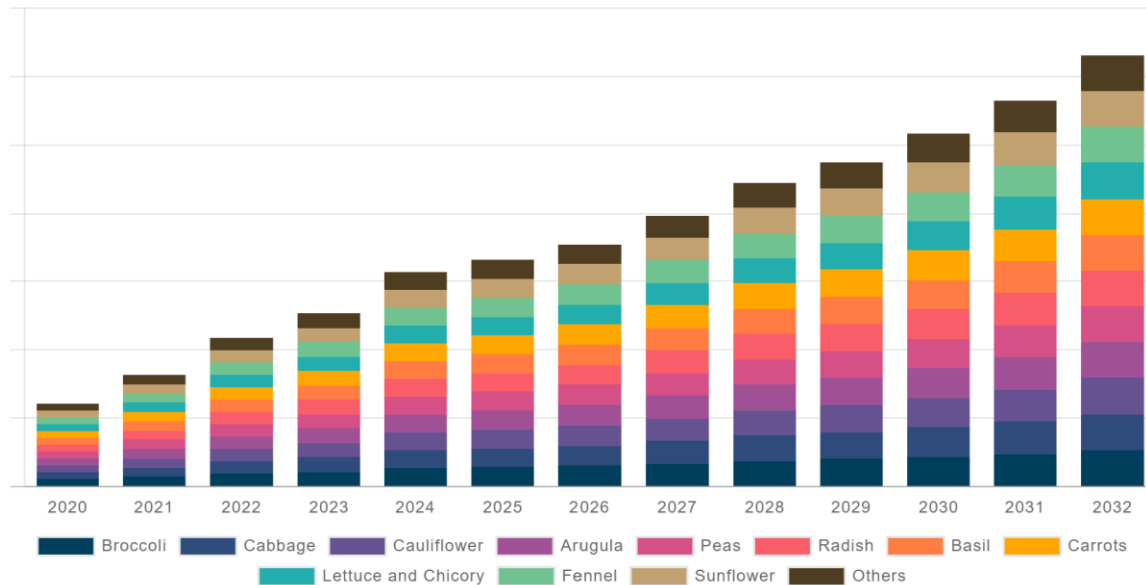


North America Dominates the Global Market

The U.S. microgreens market is expected to grow at a CAGR of 10.2% during the forecast period. Microgreens are in high demand in the United States from chefs as flavor enhancers and colorful garnishes on the plates of hotels and restaurants. As a result, organic vegetable producers are capitalizing on this market. In addition, because microgreens are a new and untapped market, these organic vegetable producers are benefiting from comparatively low levels of market competition. As a result, peas, cabbage, and salad vegetables are cultivated through [hydroponic farming](#), which generates the greatest profit for Californian farmers. Numerous retailers offer "Certified Naturally Grown" microgreens seeds to local restaurants and producers in the United States, which can be grown hydroponically and through vertical farming. According to the USDA, California is the leading broccoli producer in the United States, accounting for 92% of the national total. In 2017, global production was approximately 26 million metric tons. This demonstrates that broccoli will be vital in expanding the microgreens market.

By Type	1. Broccoli
	2. Cabbage
	3. Cauliflower
	4. Arugula
	5. Peas
	6. Radish
	7. Basil
	8. Carrots
	9. Lettuce and Chicory
	10. Fennel
	11. Sunflower
	12. Others
By Distribution Channel	1. Retail Store
	2. Online Store
	3. Farmers Market
	4. Hypermarkets/Supermarkets
	5. Restaurants
	6. Others
By End-User	1. Residential
	2. Commercial
Company Profiles	AeroFarms Living Earth Farms Fresh Origins Gotham
	Greens Farmbox Greens LLC The Chef's Garden Inc. Living Earth Farm GoodLeaf Farms Bowery Farming

Market Size By Type



<https://straitsresearch.com/report/microgreens-market/north-america#:~:text=Numerous%20retailers%20offer%20%22Certified%20Naturally,hydroponically%20and%20through%20vertical%20farming.>

Market Overview

The global microgreens market was worth **USD 1.8 Billion in 2022**. It is estimated to reach an expected value of **USD 2.6 Billion by 2031** at a **CAGR of 11%** during the forecast period (2022–2030). Growing demand for fresh, nutrient-rich greens year-round, along with their rapid growth cycle, fuels the expansion of the global microgreens market.

Microgreens are edible plants gathered at an early stage of development. Their crop cycle is short. Depending on the species and microgreens, they are ready to harvest in 7 to 14 days. Microgreens are primarily grown in indoor vertical and greenhouse farming methods since they require a lot of attention and a regulated environment. Microgreens grow best at 18 to 24°C and relative humidity (RH) of 40 to 60%. Therefore sheltered cultivation is commonly utilized.

Microgreens are becoming increasingly popular among health-conscious people due to their high concentration of vitamins and antioxidants, which help to reduce the risk of cardiovascular and chronic disease. Microgreens also require fewer resources to grow at home for daily consumption. Therefore they can be produced in the garden or on the roof. Increased acceptance of protected culture and government financial and technical assistance to farmers to install protected cultivation plants are expected to help boost microgreen production.

The global microgreens market is segmented across type, farming method, distribution channel, end-user, and region.

Market Dynamics

Market Drivers

- *The Rise in Demand for Indoor Cultivation*

Indoor cultivation is nothing but the cultivation of food crops in a controlled environment so that the crops can be produced in any season with high productivity. An increase in food demand and reduction in agricultural food production have led farmers to use indoor Farming. The decline in agriculture production is mainly due to decreasing fertile land, unfavorable climatic conditions, and limitations on the use of natural resources. With such factors, production by conventional Farming is not sufficient to satisfy the demand of the growing population.

Greenhouses and indoor vertical Farming are majorly used farming practices to produce microgreens, owing to benefits such as increased productivity of farming land, control against extreme weather conditions, more efficient use of productive resources, and minimizing the risk of pests, weeds, and crop diseases. Furthermore, the rise in technological innovations in indoor Farming, including the insurgence of information technology in vertical Farming and greenhouses, further promotes farmers to adopt agriculture, which indirectly supports the growth of the global microgreens market during the forecast period.

- *Microgreens—Untapped Potential Market*

Microgreens, considered an emerging functional food, are young seedlings of vegetables and herbs produced in seven to fourteen days. They have gained popularity in restaurants but are still relatively unknown and not well understood, owing to a lack of awareness regarding the health benefits and lack of proper technical knowledge for its cultivation. It has enormous potential to satisfy the growing demand for vegetables and highly nutritious food.

Sprouts, microgreens, and baby greens are among the many forms of immature vegetables that are becoming increasingly popular due to their higher nutritional worth than mature plants or seeds. They're becoming more popular as a new culinary item, and they're being used to dress up salads and as edible garnishes on a range of different foods. Microgreens are considered a premium product because of their higher retail price points. With the rise in the adoption of protected cultivation farming, people are becoming aware of high-valued crops and their immense demand in developed countries, including the US, Spain, and Japan.

Market Restraints

- *Shortage of Skilled Workforce and Limited Microgreens Crop Range*

Indoor vertical farming is one of the emerging technologies in indoor Farming. Most farmers are unaware of this technology and the crops that can be cultivated through this farming type. Vertical farming and greenhouses farming involve various technologies such as sensors, artificial intelligence, automatic systems, hydroponic, aquaponics, and aeroponic systems. To operate these advanced systems, a knowledgeable and skilled workforce is essential.

Maintenance of machines and computers requires technically well-trained people. The shortage of a skilled workforce has affected different sectors globally, and vertical Farming is not an exception. In addition, most farmers venture into this market with their systems, which are not efficient in terms of design and are costly. There is a minimal range of microgreens types. Microgreens are not yet available in vegetables as vegetables are found in various types and species. These parameters are predicted to restrain the market growth.

Market Opportunity

- *Rapid Increase in the Retail and Online Stores*

Microgreens require not only advertisement for its awareness but also a wide-area distribution network. A rapidly increasing number of large retail stores, including supermarkets and hypermarkets in developing economies, has enabled the easier availability of microgreens. These stores help increase the sales of functional foods. Supermarkets and hypermarkets and grocery stores have served as a better distribution

point for various agricultural food products such as packaged fruits and vegetables. Expansion in urbanization is expected to boost the growth of the retail sector, which in turn generates the demand for microgreens. Furthermore, microgreens growers are operating their websites for selling microgreens. Online farmer's markets and online stores are supporting the growth of the global market during the forecast period.

Regional Analysis

Region-wise, the global microgreens market share is analyzed across North America, Asia-Pacific, Europe, MEA and LATAM.

North America Dominates the Global Market

North America holds the highest share in the global market and is expected to sustain its claim during the forecast period. The North American microgreens market is studied across the US, and Canada. The growth is attributed to growing technological development in the indoor vertical Farming and its quick adoption by the vegetable and microgreens growers.

In the US, microgreens are in high demand from chefs as flavor enhancements and as colorful garnishes on the plates of the hotels and restaurants; that is why organic vegetable growers are tapping into this microgreens market. Furthermore, these organic vegetable growers are taking advantage of the considerably low competition in the market as microgreens are an emerging and untapped market.

Europe has gained a considerable share in the global market and is expected to sustain its claim during the forecast period. Europe microgreens market is studied across Russia, Spain, Italy, France, Germany, the UK, Nordics, Benelux, and the rest of Europe. This is attributed to the growing popularity of microgreens in health-conscious populations and the quick adoption of indoor vertical farming technology.

Further, an increasing number of restaurants and increasing demand for healthy food items in Europe is likely to increase the demand for microgreens in Europe. Furthermore, the area under protected cultivation in Europe has been growing considerably and gained a significant share in the global area under protected cultivation is likely to drive the growth of the global market during the forecast period.

Asia-Pacific is the fastest-growing market for microgreens, and the demand for functional and healthy food items is incredibly increasing. This is attributed to growing health-conscious people, high spending on functional foods, and increasing demand for organic vegetables.

According to the production and consumption point of view, China and Japan have gained the highest share in the Asia-Pacific microgreens market. They are expected to sustain their share during the forecast period, owing to growing technological innovations and their successful implementation and use in local vegetable and fruit growers. Broccoli and broccoli microgreens are majorly consumed and produced in Asia-Pacific.

Other online search results:

Who purchases microgreens?

Chefs and Catering Businesses: Chefs at catering companies, different types of catering event venues, and hotels may also be interested in using your microgreens to enhance their dishes. Reach out to local chefs and offer to provide them with samples of your product.

How do I find customers for Microgreen?

Starting a Microgreens business is challenging without the right tools and strategies.

BlueCart offers you the perfect eCommerce and marketplace combination to launch and scale up your microgreens business.

[Book a Demo Now](#)



To approach restaurants and sell your microgreens, follow these steps:

1. Research your target audience and identify restaurants that value fresh, local ingredients.
 2. Connect with local restaurants on social media platforms.
 3. Attend industry events, farmers' markets, and networking events to meet potential customers.
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What is the retail sales of microgreens in US?

The US microgreens market was valued at \$1.57 billion in 2023, and is estimated to reach \$1.74 billion in 2024 and \$2.86 billion by 2029. The North American microgreens market was valued at \$585 million in 2021, and is projected to reach \$1.503 billion by 2031.

People also ask

How big is the microgreens market in the US?

The North American microgreens market size was valued at **USD 585 million in 2021** and is projected to reach USD 1,503 million by 2031, registering a CAGR of 10.1% during the forecast period (2022-2031).