

2022
MAY



CANADA MICROGREENS MARKET

Opportunity Analysis and Industry Forecast, 2021-2028

AUTHOR(S):

Raju Kale,
Nitesh Chouhan &
Roshan Deshmukh

PAGES:

125

REPORT CODE:

A16194

INDUSTRY:

Food & Beverages

911@alliedmarketresearch.com

+1-800-792-5285

U.S.: +1-503-894-6022

UK.: +44-845-528-1300

5933 NE Win Silvers Drive,
#205, Portland, OR 97220,
United States.



ABOUT US

Allied Market Research is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of “Market Research Reports” and “Business Intelligence Solutions”. AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

TERMS OF USE

The electronic or hard copy of this report bears an underlying contractual agreement between Allied Market Research and the buyer. The complete or part of the content of the report cannot be shared or made available to other persons, other divisions, subsidiaries of same company or other companies. The reproduction or redistribution of the report in any manner is strictly prohibited without the prior permission of Allied Market Research. The publisher will, in-turn, regard the privacy of the purchaser and will keep it confidential. In case the purchaser wishes to share the content of the report or the report proceeds with other members or departments of company, the license type of the report should be upgraded depending upon the sharing requirement. Additional copies for this report may also be order at discounted price for use by addition readers/users. This publication is informative material and is not meant for managerial, legal or accounting advice. It should not be used for corporate guide, laboratory manual or endorsement of any product.

LICENSE TERMS & CONDITIONS:

The license terms and conditions stated herein (the "**License Terms**" hereafter) grant non-exclusive rights to **AUTHORIZED USERS** for using the product(s)/service(s) ("**REPORT**") offered by "Allied Market Research ("**AMR**") in any form, and is applicable to all orders (an "**ORDER**") processed by AMR. The agreement is related to your use of the products and services offered by AMR. By placing the order, an individual ("you"), on his/her own or on behalf of an organization, agrees to the **License Terms**. The **License Terms** shall be binding upon the user on acceptance of the delivery of AMR's research products (includes research reports, survey data, company profiles, custom research services, and any other product created and owned by AMR) or consulting assignments by AMR and any of its authorized distributors. The **License Terms** supersede and replace any other agreement accepted by you with respect to a prior version of the product/service.

License Options:

AMR offers three types of non-exclusive, non-transferable machine-readable licenses, viz. **Single User**, **Five User**, and **Enterprise User** options. **Single User** type entitles only **ONE** authorized user the right to store, display, use, or stockpile the report. In the **Five User** license type, **FIVE** authorized users can access, store, display, use, or stockpile the report. The **Enterprise User** license, the report can be circulated within an organization and/or among its subsidiaries. Unauthorized access or distribution of AMR's reports will be considered as a serious breach of the terms and conditions as stated herewith and on AMR's website. Any violation of which shall be treated as per the applicable laws in the United States, India, or in the jurisdiction of purchase. The products and services offered are the intellectual property of AMR, and are protected by applicable copyright laws, international treaty provisions, and other applicable laws of the country in which these are being used. The terms and conditions mentioned on AMR's website stand applicable for users of this document, so kindly visit the link below for more information.

<https://www.alliedmarketresearch.com/terms-and-conditions>

RELATED REPORTS

Global Collagen Peptide and Gelatin Market– Forecasts, 2021- 2030

The global collagen peptide and gelatin market size was valued at \$4,558.6 million in 2020, and is expected to reach \$7,675.4 million by 2030, registering a CAGR of 5.3% from 2021 to 2030. Increase in awareness about the health benefits of collagen peptides and gelatin has propelled the consumption rate and is often viewed as a healthier option as a rich protein source. Consumption of collagen peptides improves skin health, reduces the risk of joint disorder such as osteoarthritis, improves bone density, and enhances gut health. In addition, it helps in weight management, supports formation of lean body mass, and enhances muscle recovery. Other benefits of collagen peptide and gelatin include improvements in heart and brain health.

Global Natural Food & Drinks Market– Forecasts, 2017-2023

The global natural food & drinks market was valued at \$120,446.60 million in 2020, and is projected to reach \$361,269.21 million by 2031, growing at a CAGR of 11.44% from 2022 to 2031. Natural food & drinks are minimally processed and free of artificial sweeteners, colors, flavors, and additives that include hydrogenated oils, stabilizers, and emulsifiers. However, no certification or inspection system ensures that the label is accurate. Furthermore, natural food & drinks market possesses high growth potential, owing to several foodservice providers, including restaurants and hotels, which are inclined toward providing healthy food & drinks to cater the needs of health-conscious consumers.

Canada Microgreens Market

Opportunity Analysis
and Industry Forecast,
2021-2028

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION.....	19
1.1. Report description.....	19
1.2. Key benefits for stakeholders.....	20
1.3. Key market segments.....	21
1.4. Research methodology	23
1.4.1. Primary research.....	25
1.4.2. Secondary research.....	26
1.4.3. Analyst tools and models.....	26
CHAPTER 2: EXECUTIVE SUMMARY.....	27
2.1. Key findings of the study.....	29
2.2. CXO perspective.....	31
CHAPTER 3: MARKET OVERVIEW.....	32
3.1. Market definition and scope	32
3.2. Key findings.....	33
3.2.1. Top investment pockets	33
3.3. Porter's five forces analysis	34

3.3.1.	Moderate bargaining power of suppliers.....	34
3.3.2.	High threat of new entrants.....	35
3.3.3.	Moderate threat of substitutes.....	36
3.3.4.	High intensity of competitive rivalry	37
3.3.5.	High bargaining power of buyers.....	38
3.4.	Market dynamics	39
3.4.1.	Drivers	40
3.4.1.1.	Surge in population elevates demand for microgreens	40
3.4.1.2.	Rise in health and wellness trend among target customers.....	40
3.4.1.3.	Changes in lifestyle and food habits.....	41
3.4.2.	Restraints	42
3.4.2.1.	Lack of skilled workforce to operate microgreen farming	42
3.4.2.2.	High investment costs, owing to deployment of expensive systems in microgreen farming.....	42
3.4.3.	Opportunity	43
3.4.3.1.	Rise in adoption of vertical farming	43
3.4.3.2.	Rise in social media marketing.....	43
3.5.	COVID-19 impact on Canada microgreens market.....	44

3.6.	Pricing Analysis	46
3.7.	Value chain analysis.....	47
CHAPTER 4: CANADA MICROGREENS MARKET, BY TYPE		48
4.1.	Overview	48
4.1.1.	Market size and forecast	49
4.2.	Broccoli	50
4.2.1.	Key market trends, growth factors, and opportunities.....	50
4.2.2.	Market size and forecast	51
4.3.	Cabbage.....	52
4.3.1.	Key market trends, growth factors, and opportunities.....	52
4.3.2.	Market size and forecast	53
4.4.	Cauliflower	54
4.4.1.	Key market trends, growth factors, and opportunities.....	54
4.4.2.	Market size and forecast	55
4.5.	Arugula	56
4.5.1.	Key market trends, growth factors, and opportunities.....	56
4.5.2.	Market size and forecast	57

4.6.	Peas	58
4.6.1.	Key market trends, growth factors, and opportunities	58
4.6.2.	Market size and forecast	59
4.7.	Basil	60
4.7.1.	Key market trends, growth factors, and opportunities	60
4.7.2.	Market size and forecast	61
4.8.	Radish	62
4.8.1.	Key market trends, growth factors, and opportunities	62
4.8.2.	Market size and forecast	63
4.9.	Cress	64
4.9.1.	Key market trends, growth factors, and opportunities	64
4.9.2.	Market size and forecast	65
4.10.	Others	66
4.10.1.	Key market trends, growth factors, and opportunities	66
4.10.2.	Market size and forecast	67
CHAPTER 5: CANADA MICROGREENS MARKET, BY FARMING		68
5.1.	Overview	68

5.1.1.	Market size and forecast	69
5.2.	Indoor vertical farming	70
5.2.1.	Key market trends, growth factors, and opportunities	70
5.2.2.	Market size and forecast	71
5.3.	Commercial greenhouse	72
5.3.1.	Key market trends, growth factors, and opportunities	72
5.3.2.	Market size and forecast	73
5.4.	Others	74
5.4.1.	Key market trends, growth factors, and opportunities	74
5.4.2.	Market size and forecast	75
CHAPTER 6:	CANADA MICROGREENS MARKET, BY END USER	76
6.1.	Overview	76
6.1.1.	Market size and forecast	77
6.2.	Retail	78
6.2.1.	Key market trends, growth factors, and opportunities	78
6.2.2.	Market size and forecast	79
6.3.	Food service	80

6.3.1.	Key market trends, growth factors, and opportunities	80
6.3.2.	Market size and forecast	81
6.4.	Others	82
6.4.1.	Key market trends, growth factors, and opportunities	82
6.4.2.	Market size and forecast	83
CHAPTER 7:	COMPETITION LANDSCAPE	84
7.1.	Overview	84
7.2.	Competitive dashboard	85
7.3.	Competitive heat map	87
7.4.	Product mapping	88
7.5.	Top winning strategies	89
7.6.	Key developments	93
7.6.1.	Business Expansion	93
7.6.2.	Collaboration	94
7.6.3.	Partnership	94
7.6.4.	Product Launch	95
7.7.	Top player positioning	96

CHAPTER 8:	COMPANY PROFILES.....	97
8.1.	AEROFARMS.....	97
8.1.1.	Company overview	97
8.1.2.	Key Executives.....	98
8.1.3.	Company snapshot.....	98
8.1.4.	Product portfolio	99
8.1.5.	Key strategic moves and developments	99
8.2.	BOWERY FARMING INC.	101
8.2.1.	Company overview	101
8.2.2.	Key Executives.....	101
8.2.3.	Company snapshot.....	102
8.2.4.	Product portfolio	102
8.2.5.	Key strategic moves and developments	103
8.3.	CHARLIE'S PRODUCE.....	104
8.3.1.	Company overview	104
8.3.2.	Key Executives.....	104
8.3.3.	Company snapshot.....	105

8.3.4.	Product portfolio	105
8.4.	FRESH ORIGINS.....	106
8.4.1.	Company overview	106
8.4.2.	Key Executives.....	106
8.4.3.	Company snapshot.....	107
8.4.4.	Product portfolio	107
8.5.	GOTHAM GREENS.....	108
8.5.1.	Company overview	108
8.5.2.	Key Executives.....	108
8.5.3.	Company snapshot.....	109
8.5.4.	Product portfolio	109
8.5.5.	Key strategic moves and developments	110
8.6.	LIVING EARTH FARM.....	111
8.6.1.	Company overview	111
8.6.2.	Key Executives.....	111
8.6.3.	Company snapshot.....	112
8.6.4.	Product portfolio	112

8.7.	MADAR FARMS.....	113
8.7.1.	Company overview	113
8.7.2.	Key Executives.....	113
8.7.3.	Company snapshot.....	114
8.7.4.	Product portfolio	114
8.7.5.	Key strategic moves and developments	115
8.8.	TESHUVA AGRICULTURAL PROJECTS LTD.	116
8.8.1.	Company overview	116
8.8.2.	Key Executives.....	116
8.8.3.	Company snapshot.....	117
8.8.4.	Product portfolio	117
8.8.5.	Key strategic moves and developments	118
8.9.	THE CHEF'S GARDEN INC.....	119
8.9.1.	Company overview	119
8.9.2.	Key Executives.....	120
8.9.3.	Company snapshot.....	120
8.9.4.	Product portfolio	121

8.10. GOODLEAF FARMS	122
8.10.1. Company overview	122
8.10.2. Key executives.....	123
8.10.3. Company snapshot.....	123
8.10.4. Product portfolio	124
8.10.5. Key strategic moves and developments	124

LIST OF TABLES

TABLE 01.	CANADA MICROGREENS MARKET REVENUE, BY TYPE, 2019–2028 (\$MILLION).....	49
TABLE 02.	CANADA MICROGREENS REVENUE, BY PRODUCT TYPE, 2019–2028 (\$MILLION).....	69
TABLE 03.	CANADA MICROGREENS REVENUE, BY END USERS, 2019–2028 (\$MILLION)	77
TABLE 04.	AEROFARMS: KEY EXECUTIVES.....	98
TABLE 05.	AEROFARMS: COMPANY SNAPSHOT	98
TABLE 06.	AEROFARMS: PRODUCT PORTFOLIO	99
TABLE 07.	BOWERY FARMING INC.: KEY EXECUTIVES	101
TABLE 08.	BOWERY FARMING INC.: COMPANY SNAPSHOT.....	102
TABLE 09.	BOWERY FARMING INC.: PRODUCT PORTFOLIO	102
TABLE 10.	CHARLIE’S PRODUCE: KEY EXECUTIVES.....	104
TABLE 11.	CHARLIE’S PRODUCE: COMPANY SNAPSHOT	105
TABLE 12.	CHARLIE’S PRODUCE: PRODUCT PORTFOLIO.....	105
TABLE 13.	FRESH ORIGINS: KEY EXECUTIVES	106
TABLE 14.	FRESH ORIGINS: COMPANY SNAPSHOT.....	107
TABLE 15.	FRESH ORIGINS: PRODUCT PORTFOLIO	107
TABLE 16.	GOTHAM GREENS: KEY EXECUTIVES.....	108
TABLE 17.	GOTHAM GREENS: COMPANY SNAPSHOT	109
TABLE 18.	GOTHAM GREENS: PRODUCT PORTFOLIO.....	109
TABLE 19.	LIVING EARTH FARM: KEY EXECUTIVES.....	111

Canada Microgreens Market

Opportunity Analysis
and Industry Forecast,
2021-2028

Canada Microgreens Market

Opportunity Analysis
and Industry Forecast,
2021-2028

TABLE 20.	LIVING EARTH FARM: COMPANY SNAPSHOT	112
TABLE 21.	LIVING EARTH FARM: PRODUCT PORTFOLIO.....	112
TABLE 22.	MADAR FARMS: KEY EXECUTIVES.....	113
TABLE 23.	MADAR FARMS: COMPANY SNAPSHOT	114
TABLE 24.	MADAR FARMS: PRODUCT PORTFOLIO.....	114
TABLE 25.	TESHUVA AGRICULTURAL PROJECTS LTD.: KEY EXECUTIVES	116
TABLE 26.	TESHUVA AGRICULTURAL PROJECTS LTD.: COMPANY SNAPSHOT.....	117
TABLE 27.	TESHUVA AGRICULTURAL PROJECTS LTD.: PRODUCT PORTFOLIO	117
TABLE 28.	THE CHEF'S GARDEN INC: KEY EXECUTIVES	120
TABLE 29.	THE CHEF'S GARDEN INC: COMPANY SNAPSHOT.....	120
TABLE 30.	THE CHEF'S GARDEN INC: PRODUCT PORTFOLIO	121
TABLE 31.	GOODLEAF FARMS: KEY EXECUTIVES.....	123
TABLE 32.	GOODLEAF FARMS: COMPANY SNAPSHOT	123
TABLE 33.	GOODLEAF FARMS: PRODUCT PORTFOLIO.....	124

LIST OF FIGURES

FIGURE 01. KEY MARKET SEGMENTS	22
FIGURE 02. CANADA MICROGREENS MARKET SNAPSHOT, 2021–2028.....	30
FIGURE 03. TOP INVESTMENT POCKETS.....	33
FIGURE 04. MODERATE BARGAINING POWER OF SUPPLIERS	34
FIGURE 05. HIGH THREAT OF NEW ENTRANTS	35
FIGURE 06. MODERATE THREAT OF SUBSTITUTES	36
FIGURE 07. HIGH INTENSITY OF COMPETITIVE RIVALRY	37
FIGURE 08. HIGH BARGAINING POWER OF BUYERS.....	38
FIGURE 09. CANADA MICROGREENS MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES.....	39
FIGURE 10. PRICING ANALYSIS	46
FIGURE 11. VALUE CHAIN ANALYSIS.....	47
FIGURE 12. CANADA MICROGREENS MARKET, BY TYPE, 2019 (%)	48
FIGURE 13. CANADA MICROGREENS MARKET REVENUE FOR BROCCOLI, 2019–2028 (\$MILLION).....	51
FIGURE 14. CANADA MICROGREENS MARKET REVENUE FOR CABBAGE, 2019–2028 (\$MILLION).....	53
FIGURE 15. CANADA MICROGREENS MARKET REVENUE FOR CAULIFLOWER, 2019–2028 (\$MILLION)	55
FIGURE 16. CANADA MICROGREENS MARKET REVENUE FOR ARUGULA, 2019–2028 (\$MILLION).....	57
FIGURE 17. CANADA MICROGREENS MARKET REVENUE FOR PEAS, 2019–2028 (\$MILLION).....	59
FIGURE 18. CANADA MICROGREENS MARKET REVENUE FOR BASIL, 2019–2028 (\$MILLION).....	61
FIGURE 19. CANADA MICROGREENS MARKET REVENUE FOR RADISH, 2019–2028 (\$MILLION).....	63

Canada Microgreens Market

Opportunity Analysis
and Industry Forecast,
2021-2028

Canada Microgreens Market

Opportunity Analysis
and Industry Forecast,
2021-2028

FIGURE 20. CANADA MICROGREENS MARKET REVENUE FOR CRESS, 2019–2028 (\$MILLION)	65
FIGURE 21. CANADA MICROGREENS MARKET REVENUE FOR OTHERS, 2019–2028 (\$MILLION)	67
FIGURE 22. CANADA MICROGREENS MARKET, BY FARMING, 2019 (%)	68
FIGURE 23. CANADA MICROGREENS MARKET REVENUE FOR INDOOR VERTICAL FARMING, 2019–2028 (\$MILLION).....	71
FIGURE 24. CANADA MICROGREENS MARKET REVENUE FOR COMMERCIAL GREENHOUSE, 2019–2028 (\$MILLION).....	73
FIGURE 25. CANADA MICROGREENS MARKET REVENUE FOR OTHERS, 2019–2028 (\$MILLION)	75
FIGURE 26. CANADA MICROGREENS MARKET, BY END USER, 2019 (%).....	76
FIGURE 27. CANADA MICROGREENS MARKET REVENUE FOR RETAIL, 2019–2028 (\$MILLION).....	79
FIGURE 28. CANADA MICROGREENS MARKET REVENUE FOR FOOD SERVICE, 2019–2028 (\$MILLION).....	81
FIGURE 29. CANADA MICROGREENS MARKET REVENUE FOR OTHERS, 2019–2028 (\$MILLION)	83
FIGURE 30. COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS	85
FIGURE 31. COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS	87
FIGURE 32. PRODUCT MAPPING OF TOP 10 KEY PLAYERS	88
FIGURE 33. TOP WINNING STRATEGIES, BY YEAR, 2018–2022	90
FIGURE 34. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2018–2022 (%).....	91
FIGURE 35. TOP WINNING STRATEGIES, BY COMPANY, 2018–2022	92
FIGURE 36. PLAYER POSITIONING OF TOP 10 KEY PLAYERS.....	96

CHAPTER 1: INTRODUCTION

1.1. Report description

The Canada microgreens market size was valued at \$99.3 million in 2019, and is projected to reach \$168.6 million by 2028, registering a CAGR of 10.9% from 2021 to 2028. In past few years, the people of Canada have recognized lifestyle-related diseases to be the main problem for Canadian people, which has led to rise in health consciousness among consumers. Rise in consumer awareness regarding health benefits associated with microgreens food products such as benefits against chronic diseases to promote optimal health, longevity, and quality of life fuels demand for the Canada microgreens market.

Rise in aging population, increase in life expectancy rates, and growth in instances of chronic diseases have changed eating patterns of consumers. In addition, owing to busy lifestyles, consumers now look for microgreen food products, which directly provides them with essential nutrition and help them enhance their physical and mental wellness. All the aforementioned factors are expected to boost the market growth.

Indoor vertical farming is expected to penetrate the market demand to gain high traction, owing to its multitude of benefits. Indoor vertical farming is an alternative for traditional farming as traditional farming causes more environmental degradation and pollution. In addition, indoor vertical farming demands less space for farming. Moreover, indoor vertical farming involves various technologies for growth of plants such as hydroponics, aquaponics, and aeroponics. Technologies that are used in this farming enable players to keep a track of the total production, which further drives the Canada microgreens market growth. However, the outbreak of the COVID-19 pandemic has negatively affected growth of the microgreens market.

Sales of microgreens have witnessed significant decrease, owing to disturbed supply chain and closure of restaurants and grocery stores, which are vital distributing points and end users of microgreens.

The Canada microgreens market is segmented on the basis of type, farming, and end use. 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 others. By end user, it is segmented into retail, food service, and others.

Key players profiled in the Canada microgreens market report are AeroFarms, Bowery Farming Inc., Charlie's Produce, Fresh Origins, Gotham Greens, Living Earth Farm, Madar Farms, Teshuva Agricultural Projects Ltd., The Chef's Garden Inc., and GoodLeaf Farms.

1.2. Key benefits for stakeholders

- The report provides extensive analysis of the current & emerging trends and opportunities in the Canada microgreens market.
- The report provides detailed qualitative and quantitative analyses of current trends and future estimations, which help to understand the prevailing market opportunities.
- A comprehensive analysis of factors that drive and restrict growth of the Canada microgreens market is provided in the study.
- An extensive analysis of the market is conducted by following key product positioning and monitoring top competitors within the market framework.
- The report provides extensive qualitative insights on the potential & niche segments exhibiting favorable growth.

1.3. Key market segments

By Type

- Broccoli
- Cabbage
- Cauliflower
- Arugula
- Peas
- Basil
- Radish
- Cress
- Others

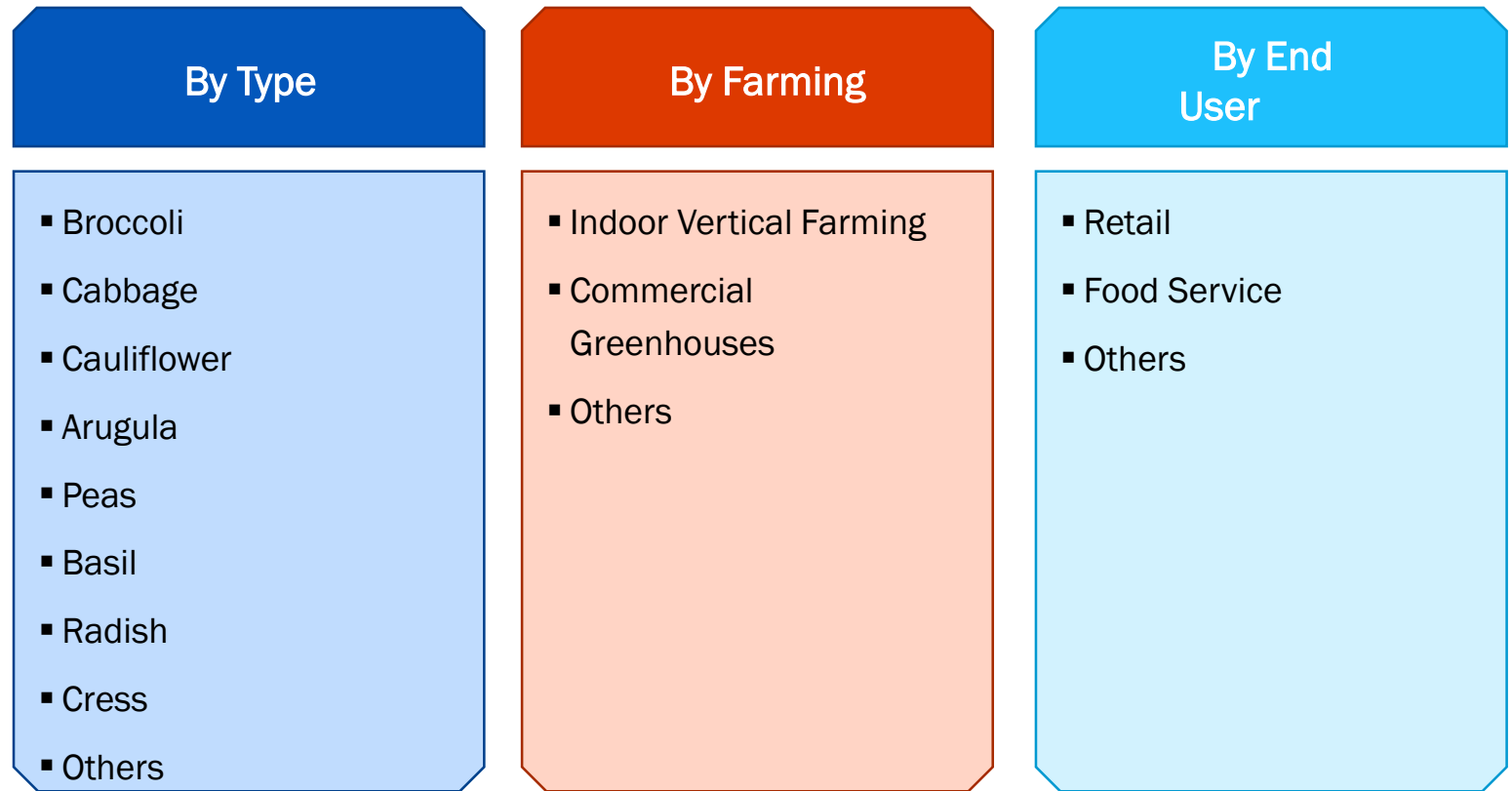
By Farming

- Indoor Vertical Farming
- Commercial Greenhouse
- Others

By End User

- Retail
- Food Service
- Others

FIGURE 01. KEY MARKET SEGMENTS



Source: Primary & Secondary Research and AMR Analysis

Canada Microgreens Market

Opportunity Analysis
and Industry Forecast,
2021-2028

1.4. Research methodology

With collective industry experience of about 100 years of its analysts and experts, Allied Market Research (AMR) encompasses the most infallible research methodology for its market intelligence and industry analysis. Not only does the company dig deep into the innermost levels of the market, but also examines the minutest details for its market estimates and forecasts. This approach helps build a greater market-specific view for size, shape, and industry trends within each industry segment. Various industry trends and real-time developments are factored into identify key growth factors and the future course of the market. The research proceeds are the results of high quality data, expert views & analysis, and valuable independent opinions. The research process is designed to deliver a balanced view of the global markets and allows stakeholders to make informed decisions, to attain their highest growth objectives.

AMR offers its clients exhaustive research and analysis, based on a wide variety of factual inputs, which largely include interviews with industry participants, reliable statistics, and regional intelligence. The in-house industry experts play an instrumental role in designing analytic tools and models, tailored to the requirements of a particular industry segment. These analytical tools and models distill the data & statistics and enhance the accuracy of our recommendations and advice.

With AMR's calibrated research process and 360° data-evaluation methodology, the clients receive:

- Consistent, valuable, robust, and actionable data & analysis that can easily be referenced for strategic business planning
- Technologically sophisticated and reliable insights through a well-audited and veracious research methodology
- Sovereign research proceeds that present a tangible depiction of the marketplace

With this strong methodology, AMR ensures that its research and analysis is most reliable and guarantees sound business planning.

The research methodology of the Canada microgreens market involves extensive primary and secondary research. Primary research includes about 12 hours of interviews and discussions with a wide range of stakeholders that include upstream and downstream participants. Primary research typically is a bulk of our research efforts, coherently supported by extensive secondary research. Over 2,765 product literatures, industry releases, annual reports, and other such documents of key industry participants have been reviewed to obtain a better market understanding and gain an enhanced competitive intelligence. In addition, authentic industry journals, trade as Defense tactical radiations' releases, and government websites have also been reviewed to generate high value industry insights.

1.4.1. Primary research

Primary research efforts include reaching out to participants through emails, telephonic-conversations, referrals, professional networks, and formal interactions. AMR also maintains professional corporate relations with various companies that make way for greater flexibility in reaching out to industry participants and commentators for interviews and discussions. The aforementioned helps to:

- Validate and improve data quality and strengthen the research proceeds
- Develop a market understanding and expertise
- Supply authentic information about the market size, share, growth, and forecasts

The primary research interview and discussion panels comprise experienced industry personnel. These participants include, but are not limited to:

- Chief executives and VPs of leading corporations specific to an industry
- Product and sales managers or country heads; channel partners & top-level distributors; banking, investments, and valuation experts
- Key opinion leaders (KOLs)

1.4.2. Secondary research

A broad array of industry sources for the secondary research typically includes, but is not limited to:

- Company SEC filings, annual reports, company websites, broker & financial reports, and investor presentations for a competitive scenario and shape of the industry
- Patent and regulatory databases to understand technical & legal developments
- Scientific and technical writings for product information and related preemptions
- Regional government and statistical databases for macro analysis
- Authentic news articles, web-casts, and other related releases to evaluate the market
- Internal and external proprietary databases, key market indicators, and relevant press releases for market estimates and forecasts

1.4.3. Analyst tools and models

AMR has developed a set of analyst tools and data models to supplement and expedite the analysis process corresponding to markets where there is a significant lack of information and estimates. These models help interpret qualitative and quantitative industry indicators to obtain industry estimates. These models examine the prospects and opportunities that are predominant in the market.

CHAPTER 2: EXECUTIVE SUMMARY

The Canada microgreens market size was valued at \$XX million in 2019, and is projected to reach \$XX million by 2028, registering a CAGR of XX% from 2021 to 2028. In 2019, the broccoli segment dominated the Canada microgreens market, in terms of value. Broccoli microgreens are great as they contain all essential and powerful nutrients such as vitamins A, B, C, E, and K just after 10-14 days of germination. Moreover, broccoli microgreens consist large quantities of essential minerals such as manganese, zinc, copper, and magnesium that are deficient in most people. In addition, broccoli microgreens consist large amount of sulforaphane as compared to any other food. Broccoli microgreens have a tangy taste, mild peppery aroma, and crunchy texture, owing to which it creates great addition in dishes such as tofu scramble, salads, sandwiches, soups and cooked grains, which also propel the Canada microgreens market growth.

Moreover, there is an increase in adoption smartphones and other mobile devices among farmers, which provides farmers with latest development in the field of agriculture. In addition, farmers depend on broadband and other wireless technologies to catch the latest news in their field of interest and participate in practical knowledge sharing initiatives in the microgreens industry. Wide spread of internet has made agriculture resources available in a wide range of local languages, which help farmers gain awareness regarding various skills in the microgreens industry and boost growth of the microgreens market.

Advancements in farming technologies directly favor growth of the microgreens market, and is expected to further drive growth of the market during the forecast period. Indoor vertical farming is suitable and majorly used for cultivation of microgreens.

Canada Microgreens Market

Opportunity Analysis
and Industry Forecast,
2021-2028

It can be integrated with multiple technologies such as big data analytics, robotics, internet of things, and artificial intelligence so that microgreens can be intensively monitored, controlled, and grown well without any agronomic constraint. However, one of the major factors that restrict growth of microgreens farming is the heavy investment required for deployment of different components in agriculture. In addition, microgreen farming uses different methods to deliver passive medium and nutrient solutions in plant roots, which is more expensive than other agriculture methods. Moreover, indoor vertical farming involves various machinery, lighting, automatic systems, and temperature controlling units, which are very expensive. In addition, high capital investments required for adopting smart solutions to produce microgreen crops is a serious challenge for farmers, which hampers growth of the market.

COVID-19 was declared a pandemic by the World Health Organization (WHO) on March 11, 2020. The outbreak of coronavirus has significantly impacted the microgreens industry along with all stages of supply chain and value chain such as labor and production inputs for farm, national, and international transport of food and other essentials. COVID-19 has further affected the consumer behavior with regards to purchasing microgreens products globally. Ultimately, decline in cultivation output as a consequence of labor and raw material shortage and partial operations led to decline in the Canada microgreens market.

The Canada microgreens market is segmented on the basis of type, farming, and end use. 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 others. By end user, it is segmented into retail, food service, and others.

2.1. Key findings of the study

- By type, the broccoli segment dominated the Canada microgreens market in 2019, and is expected to retain its dominance throughout the forecast period.
- Depending on farming, the indoor vertical farming segment accounted for the highest share in the Canada microgreens market growth in 2019, and is projected to grow at a CAGR of XX% from 2021 to 2028.
- On the basis of end user, the food service segment led the Canada microgreens market in 2019, and is expected to maintain this trend in the near future.

The key players profiled in the Canada microgreens market report are AeroFarms, Bowery Farming Inc., Charlie's Produce, Fresh Origins, Gotham Greens, Living Earth Farm, Madar Farms, Teshuva Agricultural Projects Ltd., The Chef's Garden Inc., and GoodLeaf Farms.

FIGURE 02. CANADA MICROGREENS MARKET SNAPSHOT, 2021–2028

SEGMENT	SUBSEGMENT	REVENUE-2019 (\$Million)	FORECAST- 2028(\$Million)	CAGR (2021-2028)
Type	Broccoli	XX	XX	XX%
	Cabbage	XX	XX	XX%
	Cauliflower	XX	XX	XX%
	Arugula	XX	XX	XX%
	Peas	XX	XX	XX%
	Basil	XX	XX	XX%
	Radish	XX	XX	XX%
	Cress	XX	XX	XX%
	Others	XX	XX	XX%
Farming	Indoor Vertical Farming	XX	XX	XX%
	Commercial Greenhouses	XX	XX	XX%
	Others	XX	XX	XX%
End User	Retail	XX	XX	XX%
	Food Service	XX	XX	XX%
	Others	XX	XX	XX%

Source: Primary & Secondary Research and AMR Analysis

2.2. CXO perspective

According to perspective of top-level CXOs, innovation is the key for growth of the microgreens market, in terms of value sales. Rise in demand for various microgreen products among customers makes way for manufacturers to come up with innovative products along with affordable prices and eco-friendly packaging.

Microgreen are undergoing rapid transformation from both service and product perspective. Business model transformation, technological disruptions, and organizational changes are all creating exciting but challenging opportunities in the microgreens market. Moreover, to face the population growth in the coming years, an extra effort is needed from governments, farmers, and microgreen product manufacturers to succeed not only in feeding people but also in increasing crop productivity in most efficient way. Moreover, to face this challenge, farmers need latest technology such as temperature controlling units, automatic systems, additional wireless sensor, and others.

Rise in consumer awareness regarding health benefits associated with microgreen food products such as benefits against chronic diseases to promote optimal health, longevity, and quality of life fuels demand for microgreens. Moreover, increase in urban population, employment growth, and disposable income has further encouraged consumers to look for premium and healthy foods, which has further led to growth of the microgreens market. Furthermore, rapid expansion of the retail industry plays a major role in the distribution of microgreens. It is becoming more important to make microgreens available to health-conscious consumers and to increase popularity of microgreens. In addition, easy availability of microgreens on online platforms along with wide availability of offers and discounts has further augmented growth of the market.

CHAPTER 3: MARKET OVERVIEW

3.1. Market definition and scope

Microgreens are tiny and immature edible greens. They are harvested 7-20 days after emergence of seedling and before the full growth of the first pair of leaves. Their length can reach up to 10 cm. Microgreens are rich in nutrients and pack an abundance of phytonutrients such as vitamins B1, K1, and C, carotenoids, minerals as well as antioxidants, which are known to improve immunity and have protective benefits against cancer. Microgreens have an aromatic flavor, with concentrated nutrient content that come in a variety of colors and textures. Microgreens are considered as baby plants, somewhere between a sprout and baby green.

The Canada microgreens market is segmented on the basis of type, farming, and end use. 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 others. By end user, it is segmented into retail, food service, and others. Furthermore, the report includes the revenue generated by the sale of microgreens in Canada. The report covers detailed analysis of the trends, future estimations, and a thorough study of the Canada microgreens market. It analyzes government regulations, policies, and patents to provide information on the current market trends and suggest future growth opportunities. Furthermore, the study highlights Porter's five forces analysis to determine the factors affecting the market growth. These factors include raw material prices, intense competition, end users, manufacturers, and suppliers. Hence, to understand the market, drivers, restraints, and opportunities are explained in the report.

3.2. Key findings

3.2.1. Top investment pockets

Indoor vertical farming is expected to propel the market demand, owing to its multitude of benefits. Indoor vertical farming is an alternative for traditional farming as traditional farming causes more environmental degradation and pollution. The main motive of this technique is to maximize crop production in a limited space. It also ensures reliable yield and consistency in crop production along with climate control and no external environmental effects such as pests, diseases, or predator attacks.

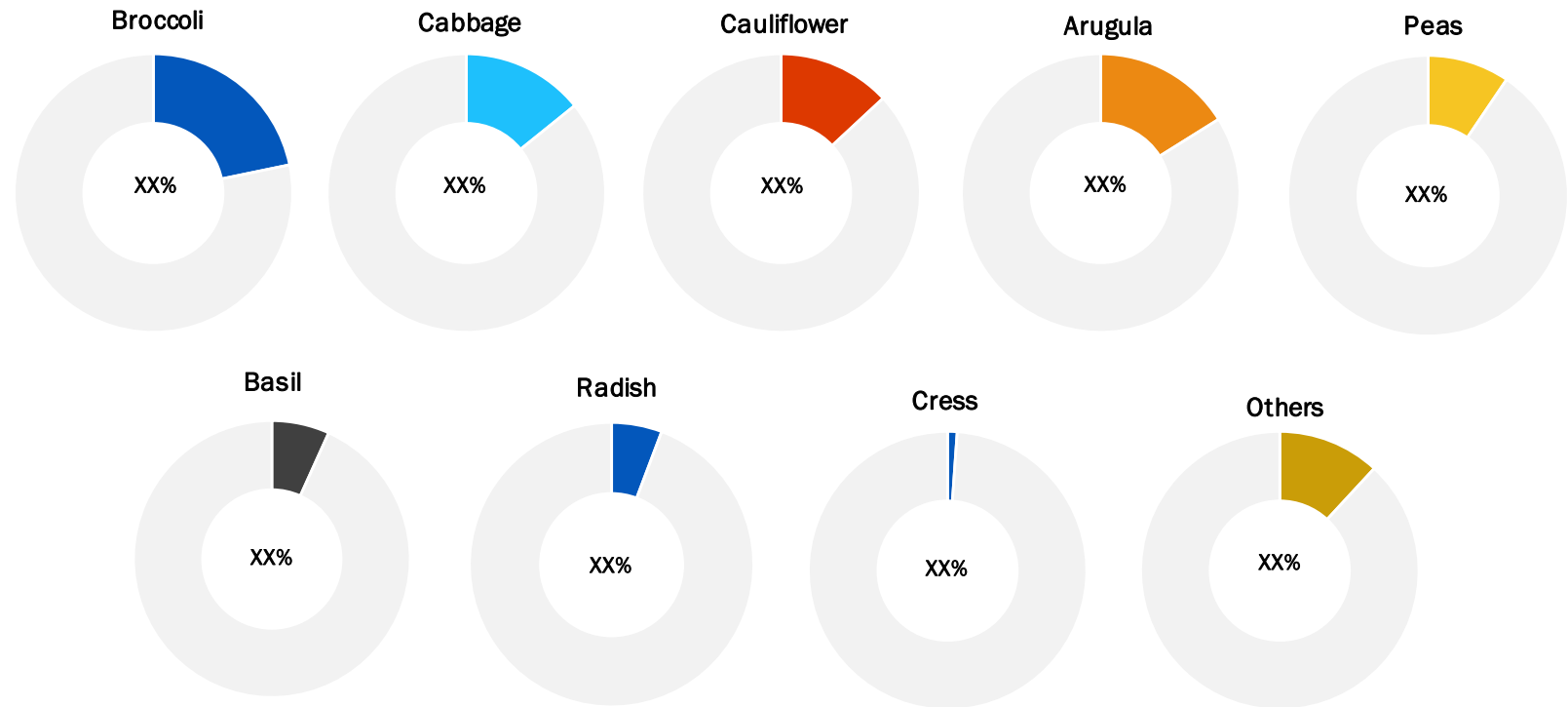
FIGURE 03. TOP INVESTMENT POCKETS



Source: Primary & Secondary Research and AMR Analysis

CHAPTER 4: CANADA MICROGREENS MARKET, BY TYPE

FIGURE 04. CANADA MICROGREENS MARKET, BY TYPE, 2019 (%)



Source: Primary Research, Government Publications, and AMR Analysis

4.1. Overview

By type, the Canada microgreens market is categorized into broccoli, cabbage, cauliflower, arugula, peas, basil, radish, cress, and others. The broccoli segment accounted for the largest market share, with around XX% of the total revenue and it was valued at \$XX million in 2019. The arugula segment was valued at \$XX million in 2019, and is projected to reach at \$XX million by 2028.

4.1.1. Market size and forecast

The Canada microgreens market was valued at \$XX million in 2019, and is projected to reach \$XX million by 2028, registering a CAGR of XX%. The broccoli segment was the highest revenue contributor, accounting for \$XX million in 2019, and is estimated to reach \$XX million by 2028, with a CAGR of XX%. The arugula segment is estimated to reach \$XX million by 2028, at a significant CAGR of XX%. The broccoli and arugula segments collectively accounted for around XX% share in 2019, with the former constituting around XX% share. The cress and radish segments are expected to witness considerable CAGRs of XX% and XX%, respectively, during the forecast period.

TABLE 01. CANADA MICROGREENS MARKET REVENUE, BY TYPE, 2019–2028 (\$MILLION)

TYPE	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	CAGR (2021–2028)
Broccoli	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Cabbage	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Cauliflower	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Arugula	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Peas	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Basil	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Radish	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Cress	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Others	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Total	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%

Source: Primary Research, Government Publications, and AMR Analysis

Note: Total number may differ due to rounding off the decimal places.

4.2. Broccoli

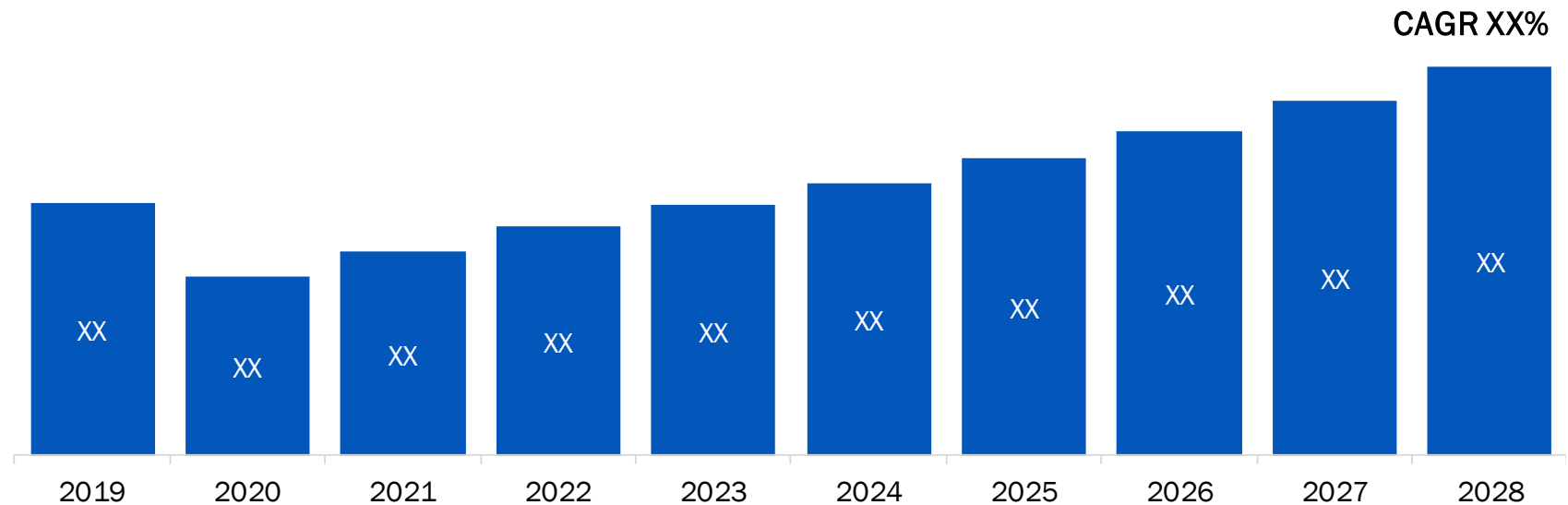
Broccoli microgreens are young seeds of the broccoli plant, which also includes cabbage, arugula, and radish. The color of this vegetable ranges from dark green to deep sage, and some of the types also show slightly purple textures. Moreover, fresh broccoli production in Canada in 2020 was 36,340 metric tons. Broccoli microgreens are easy to grow as it can be grown indoors or outdoors on windows or in a greenhouse.

4.2.1. Key market trends, growth factors, and opportunities

Broccoli microgreens are great as they contain all essential and powerful nutrients such as vitamins A, B, C, E, and K just after 10-14 days of germination. Moreover, broccoli microgreens consist large quantities of essential minerals such as manganese, zinc, copper, and magnesium that are deficient in most people. In addition, broccoli microgreens consist large amount of sulforaphane as compared to any other food. Broccoli microgreens have a tangy taste, mild peppery aroma, and crunchy texture, owing to which it creates great addition in dishes such as tofu scramble, salads, sandwiches, soups and cooked grains, which also propel the Canada microgreens market growth. Even more, broccoli microgreens also helps in boosting child's immune system by protecting against free radicals and viruses, which propels growth of the broccoli segment. Broccoli microgreens also provides prevention from cancer, type 2 diabetes, cardiovascular disease (CVD), and chronic respiratory disease.

4.2.2. Market size and forecast

FIGURE 05. CANADA MICROGREENS MARKET REVENUE FOR BROCCOLI, 2019–2028 (\$MILLION)



Source: Primary Research, Government Publications, and AMR Analysis

Canada Microgreens Market

Opportunity Analysis
and Industry Forecast,
2021-2028

CHAPTER 5: CANADA MICROGREENS MARKET, BY FARMING

5.1. Overview

On the basis of farming, the Canada microgreens market is segmented into indoor vertical farming, commercial greenhouses, and others. The indoor vertical farming segment is anticipated to account for the highest revenue in 2028; however, the commercial greenhouses segment is expected to grow with a higher CAGR during the forecast period.

5.1.1. Market size and forecast

The Canada microgreens market was valued at \$XX million in 2019, and is projected to reach \$XX million by 2028, registering a CAGR of XX%. The indoor vertical farming segment was the highest revenue contributor, accounting for \$XX million in 2019, and is estimated to reach \$XX million by 2028, with a CAGR of XX%. The commercial greenhouse segment is estimated to reach \$XX million by 2028, at a significant CAGR of XX%. The indoor vertical farming and commercial greenhouse segments collectively accounted for around XX% share in 2019, with the former constituting around XX% share. The others and indoor vertical farming segments are expected to witness considerable CAGRs of XX% and XX%, respectively, during the forecast period. The cumulative share of these two segments was XX% in 2019 and is anticipated to reach XX% by 2028.

TABLE 02. CANADA MICROGREENS REVENUE, BY PRODUCT TYPE, 2019–2028 (\$MILLION)

FARMING	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	CAGR (2021–2028)
Indoor vertical farming	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Commercial greenhouse	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Others	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Total	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%

Source: Primary Research, Government Publications, and AMR Analysis

Note: Total number may differ due to rounding off the decimal places.

Canada Microgreens Market

Opportunity Analysis
and Industry Forecast,
2021-2028

CHAPTER 6: CANADA MICROGREENS MARKET, BY END USER

6.1. Overview

Depending on end user, the Canada microgreens is segregated into retail, food service, and others. The food service segment is anticipated to account for the highest revenue in 2028; however, the retail segment is expected to grow with higher than average CAGR during the forecast period.

6.1.1. Market size and forecast

The Canada microgreens market was valued at \$XX million in 2019, and is projected to reach \$XX million by 2028, registering a CAGR of XX%. The food service segment was the highest revenue contributor, accounting for \$XX million in 2019, and is estimated to reach \$XX million by 2028, with a CAGR of XX%. The retail segment is estimated to reach \$XX million by 2028, at a significant CAGR of XX%. The food service and retail segments collectively accounted for around XX% share in 2019, with the former constituting around XX% share. The retail and others segments are expected to witness considerable CAGRs of XX% and XX%, respectively, during the forecast period. The cumulative share of these two segments was XX% in 2019 and is anticipated to reach XX% by 2028.

TABLE 03. CANADA MICROGREENS REVENUE, BY END USERS, 2019–2028 (\$MILLION)

END USERS	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	CAGR (2021–2028)
Retail	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Food Service	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Others	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%
Total	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX%

Source: Primary Research, Government Publications, and AMR Analysis

Note: Total number may differ due to rounding off the decimal places.

Canada Microgreens Market

Opportunity Analysis
and Industry Forecast,
2021-2028

CHAPTER 7: COMPETITION LANDSCAPE

7.1. Overview

A competition landscape is a comparative analysis amongst various players operating in the Canada microgreens market. The analysis is based on product offerings, revenue and latest developments. The key players analyzed in the report are AeroFarms, Bowery Farming Inc., Charlie's Produce, Fresh Origins, Gotham Greens, Living Earth Farm, Madar Farms, Teshuva Agricultural Projects Ltd., The Chef's Garden Inc, and GoodLeaf Farms.

7.2. Competitive dashboard

FIGURE 06. COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS

	AeroFarms	Bowery Farming Inc.	Charlie's Produce	Fresh Origins	Gotham Greens
Founded year					
Headquarters					
Strategies Adopted					
Product Portfolio					

	Living Earth Farm	Madar Farms	Teshuva Agricultural Projects Ltd.	The Chef's Garden Inc	GoodLeaf Farms
Founded year					
Headquarters					
Strategies Adopted					
Product Portfolio					

Source: Company Website, Annual Report, Secondary Research, and AMR Analysis

7.3. Competitive heat map

FIGURE 07. COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS

Company	Product Offering	Segmental Revenue	Regional Presence	Product Launch	Product Differentiation
AeroFarms					
Bowery Farming Inc.					
Charlie's Produce					
Fresh Origins					
Gotham Greens					
Living Earth Farm					
Madar Farms					
Teshuva Agricultural Projects Ltd.					
The Chef's Garden Inc					
GoodLeaf Farms					

Source: Company Website, Annual Report, Secondary Research, and AMR Analysis

7.4. Product mapping

FIGURE 08. PRODUCT MAPPING OF TOP 10 KEY PLAYERS

Company	Product type								
	Broccoli	Cabbage	Cauliflower	Arugula	Peas	Basil	Radish	Cress	Others
AeroFarms									
Bowery Farming Inc.									
Charlie's Produce									
Fresh Origins									
Gotham Greens									
Living Earth Farm									
Madar Farms									
Teshuva Agricultural Projects Ltd.									
The Chef's Garden Inc									
GoodLeaf Farms									

Source: Company Website, Annual Report, Secondary Research, and AMR Analysis

Canada Microgreens Market

Opportunity Analysis
and Industry Forecast,
2021-2028

7.5. Key developments

Top winning strategies are analyzed by performing a thorough study of the leading players in the Canada microgreens market. Comprehensive analysis of recent developments and growth curves of various companies help to understanding growth strategies adopted by them and their potential effect on the market.

7.5.1. Business Expansion

Year	Company Name	Development
January 2022		
December 2021		
November 2021		
October 2021		
August 2021		
April 2021		
June 2021		
December 2020		
May 2020		

Source: Corporate Publications and AMR Analysis

7.5.2. Collaboration

Year	Company Name	Development
March 2022		

Source: Corporate Publications and AMR Analysis

7.5.3. Partnership

Year	Company Name	Development
October 2021		
April 2021		
March 2021		
April 2018		

Source: Corporate Publications and AMR Analysis

7.5.4. Product Launch

Year	Company Name	Development
November 2021		
July 2021		
October 2018		
April 2018		

Source: Corporate Publications and AMR Analysis

CHAPTER 8: COMPANY PROFILES

8.1. AEROFARMS

Address 1

Address 2

Country

Tel.: XX-XXX-XXXX

Website: www.XXXXXXX.com

8.1.1. Company overview

SAMPLE TEXT

8.1.2. Key Executives

TABLE 04. AEROFARMS: KEY EXECUTIVES

Designation	Name
Chief Executive Officer and Co-Founder	
Chief Marketing Officer and Co-Founder	
Chief Financial Officer	

Source: Corporate Publications and AMR Analysis

8.1.3. Company snapshot

TABLE 05. AEROFARMS: COMPANY SNAPSHOT

Information	Description
Year of Incorporation	
Primary Business	
Geographical Presence	
Key Strategic Move	

Source: Corporate Publications and AMR Analysis

8.1.4. Product portfolio

AeroFarms offers its products through the following product category

TABLE 06. AEROFARMS: PRODUCT PORTFOLIO

Product Category	Brand/Products
Microgreens	

Source: Corporate Publications and AMR Analysis

8.1.5. Key strategic moves and developments

AeroFarms adopted collaboration, product launch, partnership and business expansion as its key developmental strategies to strengthen its presence in the market.

Date	Strategy	Description
March 2022		
November 2021		
October 2021		
October 2021		
August 2021		
April 2021		
July 2021		
June 2021		

Source: Corporate Publications and AMR Analysis

DISCLAIMER

In response to request/orders received, Allied Market Research (AMR) provides strategic business/market analysis services to a select group of customers that are limited to publications containing valuable market information. The publication is solely for our customers' internal use. It is acknowledged by our customer, by placing the order that no part of this strategic business/market analysis service is for general publication or disclosure to third party.

AMR doesn't make any warranty for the accuracy of the data as these are primarily based on interviews and therefore, liable for fluctuation. Also, AMR doesn't take responsibility for incorrect information supplied by manufacturers or users.

Any resale, lending, disclosure or reproduction of this publication can only be made with prior written permission from AMR.

Transmission and/or reproduction of this document by any means or in any form (includes photocopying, mechanical, electronic, recording or otherwise) are prohibited without permission of AMR.

I/we acknowledge that I/we have read the **terms and conditions, disclaimer, privacy policy**, and **GDPR policy** listed on Allied Market Research website and by placing the order online through credit card or wire transfer or any other means, I/we do hereby accept the same.

FOR INFORMATION REGARDING PERMISSIONS, CONTACT:

Tel: U.S.:+1 (503 894-6022) | UK: +44-845-528-1300

Email: sales@alliedmarketresearch.com