

Fruit and Vegetable Seeds Market Projected To Reach USD 24.84 Billion in 2032, annual growth rate CAGR of 8% 2025–2032

Fruit and Vegetable Seeds Market size was valued at US\$ 13.42 Bn. in 2024 expected to grow at a CAGR of 8% through 2025 to 2032, reaching nearly US\$ 24.84 Bn.

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[Fruit and Vegetable Seeds Market Outlook \(2025–2032\):](#)

According to stellar market research, the Fruit And Vegetable Seeds Market is expected to grow from USD 13.42 billion in 2024 to USD 24.84 billion in 2032, a compound annual growth rate (CAGR) of 8%. The market is growing due to seed trait innovations, increasing demand for high-yield hybrid varieties, and increasing global acceptance of organic farming practices.

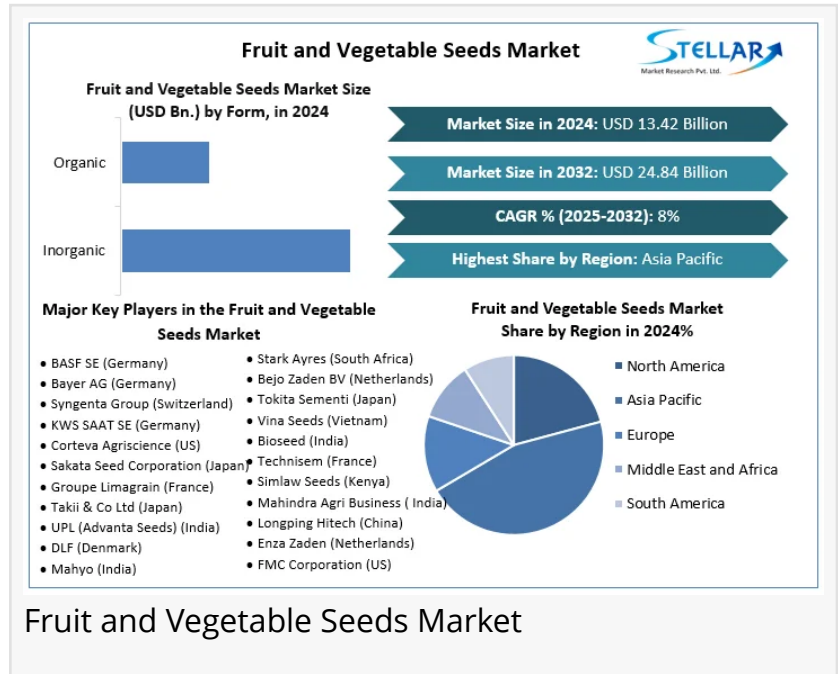
Fruit and Vegetable Seeds Market Overview:

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Seed technologies are radically changing crop production, leveraging premium genetics and sustainable practices to secure the food supply, improve nutrition delivery”
Dharati Raut

Seeds for fruit and vegetable crops are the cornerstone of today's horticulture and food production systems. With hybrid and genetically modified cultivars of seeds, breeders are preparing plants for economic advancement in modern agriculture through greater yields, disease and pest tolerance, and sustainable practices. The global demand for food will continue to rise, and diets will also change toward healthier foods that include greater amounts of fruits and vegetables. The marketplace is a quickly changing space, and it will become even more so

for certain developing economies like India and China.



To know the most attractive segments, click here for a free sample of the report:
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Market Dynamics:

Growth Drivers:

Increased Food Consumption, Urbanization, and Healthy Diets:

The world's population continues to rise, particularly in urban areas, and dietary consumption is moving towards fresh, nutrient-rich fruits and vegetables. Increased demands for food are putting a strain on agricultural systems to produce more food on finite amounts of land while attempting to address environmental and climate concerns.

Simultaneously, rising health awareness is also affecting people's dietary consumption globally. People are bucking the trend of highly processed foods in favor of natural, organic, and plant-based diets, increasing the demand for fruits and vegetables. To assist in fulfilling this consumption, governments and, in some instances, commercial growers use some of the same potential solutions, new seed technologies that produce high-yield and pest or disease-resistant, climate-resilient crops. High-quality seeds and technologies will help ensure there is food available for consumption, reduce risks of crop failures, and increase agricultural production within changing trajectory agriculture systems that may encounter adverse environmental impacts such as climate change and drought, shifts in rainfall patterns, and depleted soils.

Use of Hybrid Seeds and Commitment in Research and Development:

Hybrid seeds are made by cross-fertilizing genetic lines of a different parent plant to express traits that are very desirable, such as mimicking yield, rapid growth, disease and pest resistance, and substantially longer shelf life etc. These attributes are appealing to commercial producers who are looking to enhance productivity and profitability.

Biotechnology and genetic engineering have also sped up the production of genetically modified (GM) seeds, including herbicide resistance, insect tolerance, and heterogeneity based on extreme weather events. Companies are investing significant budgets in R&D just to stay relevant in a competitive market, and there is increasing global demand for food security issues that require next-generation seed varieties.

These investments will improve the efficiency and sustainability of crop production while also offering seed companies the ability to deliver personalized solutions depending on geographies, climates, and crops being produced. This is beneficial to the farmers in that they are receiving access to better quality and more reliable seeds, which should help boost farm productivity and lessen reliance on chemical inputs.

Growth of Organic & Sustainable Farming:

Consumer demand for organic and chemical-free food has never been greater because of increased health awareness, environmental issues, and higher disposable income. Today, consumers see the value in buying clean-label, non-GMO, and sustainable food products on the whole, which has contributed to exponential growth in organic food consumption.

Consequently, farmers have an incentive to adapt to organic agriculture, which does not utilize synthetic fertilizer, pesticides, or genetically modified organisms. Farmers need to get certified organic seed so that they are bred to grow under organic conditions and meet regulatory requirements.

Currently, there are market opportunities opening up in this space for organic seed producers and consequently related agri-tech organizations, and organizations that certify organic growers. Governments and other institutions see the benefits of sustainable farming and are encouraging the growth of sustainable agriculture by subsidizing, educating, training, and supporting people to obtain organic and other certifications and to grow within this market space. The demand for organic fruit and vegetable seeds is massive in numerous markets, including the U.S., Europe, and India.

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Market Restraints:

High R&D and Seed Costs:

GM and hybrid seed development is a costly undertaking, which drives up the price of the seed. Also, the introduction of intellectual property constraints and regulatory restrictions across jurisdictions makes for a smaller supply.

Segment Analysis:

By Type:

Based on crop types, the fruit and vegetable seeds market is segmented by tomato, pepper, onion, cucumber, lettuce, melon, carrot, and others. The tomato seeds segment will be dominant in the future because of high demand across the globe, the wide adaptability of tomatoes to multiple different climates, and the amount of continued research and development to improve tomato seeds. Tomatoes are found in fresh and processed foods and can present a significant economic return for growers. Although other crops do contribute to the economic return to growers regionally, such as peppers and onions for cooking and cucumbers

and lettuce for healthy diet choices, tomato seeds will lead the fruit and vegetable seeds market during the forecast period.

Based on Family Type, the fruit and vegetable seed market is segmented by the Solanaceae, Cucurbit, Leafy, Brassica, Root & Bulb, and other families. The Solanaceae segment is expected to hold the largest market share during the forecast period. The Solanaceae family includes potatoes, eggplant, tomatoes, capsicum, and chili. According to FAO, potatoes and tomatoes are counted as the most consumed vegetables worldwide as well. There are several leading potato-producing nations, such as China, India, and South Korea.

There are approximately 75 genera plus about 2000 herb, shrub, and small tree species in the Solanaceae family. A seed or stem cutting can also establish the Solanaceae. In the case of cuttings, it tends to make a shrubby plant. Tomatoes are known to be susceptible to a fungus that affects their growth to the fullest. To help with the specialties of crops so that it reduces the effect of viruses on tomatoes, fungicide seed protectants & crop rotations can be used.

Regional Insights:

The Asia-Pacific region is the largest market for fruit and vegetable seeds and includes major producers such as China, India, Japan, and South Korea. These countries strongly fulfill their domestic needs and are key suppliers to North America and the European Union markets. The region includes some of the world's largest seed companies: UPL (India), Takii Seeds (Japan), and Sakata Seeds (Japan). India, as the second-largest producer of fruits and vegetables globally, is a major driver of seed innovation and utilization.

North America shows a strong capacity for regional market growth due to high per capita consumption of fruit and vegetables, along with a strong base of small farmers and specialty growers. The U.S. offers very strong advanced R&D in GM seed development, thus showing strong growth potential for the region.

Europe has a very strong demand for non-GMO and organic seeds and has extensive vulnerabilities in imports and consumption. Groupe Limagrain (France) and Bejo Zaden (Netherlands) are notable players in the vegetable seed space and are also refining the vegetable seed market due to continued innovation and quality seed production.

Competitive Landscape:

BASF SE (Germany) will be the largest company in the fruit and vegetable seeds market by 2032. As the world's largest chemical company, BASF has diversified its portfolio to include agricultural technologies and seed innovations. Bayer AG (Germany) is expected to take the share as the number two player, supported by a strong presence in pharmaceuticals, crop science, and biotechnology. Together, these companies top the competitive landscape in the fruit and vegetable seeds market, fueled by R&D, Global Distribution, and integrated solutions needed by

modern farmers and food security challenges.

The global fruit and vegetable seeds market is highly consolidated, with leading players investing in biotech, seed enhancement, and distribution expansion. Key market participants include:

BASF SE (Germany) – Expected to dominate the market

Bayer AG (Germany)

Syngenta Group (Switzerland)

KWS SAAT SE (Germany)

Sakata Seed Corporation (Japan)

Groupe Limagrain (France)

UPL (Advanta Seeds) (India)

Enza Zaden (Netherlands)

FMC Corporation (US)

East-West Seeds (Thailand)

RIJK ZWAAN (Netherlands)

Stark Ayres (South Africa)

Mahindra Agri Business (India)

Summary:

The global Fruit and Vegetable Seeds Market is expected to reach 24.84 billion USD by 2032, with a CAGR of 8% during the forecast period, driven by increased food consumption, global urbanization trends, and advancing sustainable agricultural targets. In particular, hybrid and genetically modified seeds, which offer enhanced yield, disease resistance, and climate adaptation, have been a strong catalyst for market growth. The Asia Pacific region has been dominant in both production and consumption in the global market, where countries like China and India were very important players in the global market based on their domestic demand for their own use of seeds and exports of seeds. North America and Europe also have strong market demand, but primarily for their R&D innovation, domestic consumption of organic seeds, and increasing high-tech farming. Solanaceous crops, principally tomatoes and potatoes, will continue to dominate the market segments, and new seed innovation will be responsive to global consumer demand and profitability. Trends of replacement rates of seed, continued government support, the ongoing focus on organic trends, and sustainable cool farming practices will ensure a solid future market defined by seed innovation and quality in the future.

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