

Fruits and Vegetables Seeds Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Seeds, Seed Treatment & Produce (Agriculture & Agribusiness)
> **Source:** https://www.mordorintelligence.com/industry-reports/fruits-and-vegetables-seeds-market (https://www.mordorintelligence.com/industry-reports/fruits-and-vegetables-seeds-market)
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 15.53 billion
Projected Forecast (2031)	USD 15.53 billion
Growth Rate (CAGR)	8.60 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Fruits and Vegetables Seeds industry] (images/chart_2.png)

! [Fruits and Vegetables Seeds Market Size] (images/chart_3.png)

! [Fruits and Vegetables Seeds Market Share by Breeding Technology, 2025] (images/chart_4.png)

! [Fruits and Vegetables Seeds Market Share by Crop Type, 2025] (images/chart_5.png)

! [Fruits and Vegetables Seeds Market Growth Rate by Region] (images/chart_6.png)

! [Fruits and Vegetables Seeds Market Concentration] (images/chart_7.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period	2021 - 2031
Market Size (2026)	USD 15.53 Billion
Market Size (2031)	USD 23.46 Billion
Growth Rate (2026 - 2031)	8.60 %
Fastest Growing Market	Europe
Largest Market	Asia-Pacific

Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Fruits and Vegetables Seeds Market Analysis by Mordor IntelligenceThe Fruits And Vegetables Seeds Market size was valued at USD 14.30 billion in 2025 and is estimated to grow from USD 15.53 billion in 2026 to reach USD 23.46 billion by 2031, at a CAGR of 8.60% during the forecast period (2026-2031). Growth in this market is driven by increasing global consumption of fresh produce, expanding commercial horticulture activities, and a shift from farm-saved seeds to purchased seeds that offer more consistent performance. This transition remains significant in countries such as India, Egypt, and parts of Sub-Saharan Africa, where seed replacement rates are still lower in several farming systems. Additionally, rising disease pressure is encouraging growers to replace older seed varieties more frequently, particularly in high-value crops such as tomatoes, where resistance traits are becoming a critical factor in purchasing decisions. The expansion of greenhouse cultivation across Europe, West Asia, and other controlled growing regions is further boosting demand for seeds specifically bred for protected environments rather than open-field conditions. The market is also experiencing ongoing consolidation among large multinational breeders, while regional players are expanding their presence by offering locally adapted genetics in rapidly growing emerging markets.

Key Report Takeaways

- * By breeding technology, the fruits and vegetables seeds market share for hybrids held the largest 80.1% share in 2025, and it is also forecast to grow fastest at a CAGR of 5.7% from 2026 to 2031.
- * By cultivation mechanism, open-field cultivation accounted for the largest 69.4% share in 2025, and the fruits and vegetables seeds market size for protected cultivation is projected to grow at the fastest CAGR of 7.4% from 2026 to 2031.
- * By crop type, vegetables held the largest 81.8% share in 2025, while fruits are forecast to grow at the fastest CAGR of 9.2% from 2026 to 2031.
- * By geography, Europe led with the largest 31.6% share in 2025, while Asia-Pacific is projected to expand fastest at a CAGR of 6.1% from 2026 to 2031.

Key Market Trends

Global Fruits and Vegetables Seeds Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising adoption of hybrid and disease-resistant seeds	+1.4%	Global, with strongest density in Asia-Pacific and Europe	Short term (≤ 2 years)
Expansion of protected cultivation and controlled environment agriculture	+0.9%	Asia-Pacific, Middle East, and Europe	Medium term (2-4 years)
Higher demand for high-yield seed genetics in commercial horticulture	+0.7%	North America, Europe, and Asia-Pacific	Medium term (2-4 years)
Shift toward organic and non-GMO produce supply chains	+0.5%	North America, Europe, with spillover into Asia-Pacific	Long term (≥ 4 years)
Seed traceability and quality standardization requirements in export markets	+0.4%	Global, strongest in Europe and North America	Medium term (2-4 years)

Climate volatility accelerating demand for trait-improved varieties | +0.8% | Global, most acute in South Asia, Africa, and South America | Long term (≥ 4 years) |

Competitive Landscape

Competitive Landscape

The fruits and vegetables seeds market is moderately consolidated, with a few large multinational companies accounting for a significant share of global commercial seed sales. Major players in the market include Bayer AG, Syngenta Group, BASF SE, Groupe Limagrain Holding, and Sakata Seed Corporation. These companies maintain their strong market positions through extensive breeding programs, global distribution networks, and diversified product portfolios. Competition is particularly pronounced in vegetable crops, where continuous varietal development and frequent product replacement cycles drive innovation and market differentiation.

Leading companies are reinforcing their market positions by investing in breeding capabilities, production infrastructure, and strategic partnerships. Product development efforts are increasingly focused on traits such as disease resistance, yield stability, quality improvements, and adaptability to protected cultivation systems. Additionally, companies are expanding research into advanced breeding technologies to accelerate varietal improvement and reduce development timelines. Meanwhile, regional suppliers play a critical role by catering to local production systems and addressing crop-specific needs that may not be prioritized by larger multinational firms.

Competition in the market is further shaped by access to proprietary genetics, production infrastructure, and regional breeding capabilities. For instance, Bayer AG inaugurated its Khon Kaen Vegetable Seeds Production Center in Thailand in February 2026, following an investment of THB 310 million (USD 8.7 million). This facility aims to strengthen seed production and supply for the Asia-Pacific region and international markets. The investment underscores the importance of dedicated seed production capacity in ensuring supply reliability and supporting the commercialization of advanced seed varieties. Consequently, companies with robust production networks and strong breeding resources maintain a competitive edge in expanding their market presence and meeting the needs of global growers.

Fruits and Vegetables Seeds Industry Leaders* Bayer AG

* Syngenta Group

* BASF SE

* Groupe Limagrain Holding

* Sakata Seed Corporation

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Fruits and Vegetables Seeds Market Report Scope Fruit and vegetable seeds serve as planting materials for cultivating horticultural crops. These seeds are developed to enhance yield, quality, disease resistance, climate adaptability, and overall crop performance in both commercial and protected farming systems. The Fruits and Vegetables Seeds Market Report is Segmented by Breeding Technology (Hybrids and Open Pollinated Varieties and Hybrid Derivatives), by Cultivation Mechanism (Open Field and Protected Cultivation), by Crop Type (Fruits and Vegetables), and by Geography (North America, South America, Europe, Asia-Pacific, Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

Breeding TechnologyHybrids | Non-Transgenic Hybrids |
| Transgenic Hybrids | Herbicide Tolerant Hybrids |
| Insect Resistant Hybrids |
| Other Traits |
Open Pollinated Varieties and Hybrid Derivatives |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Rest of North America |
South America | Brazil |
| Argentina |
| Rest of South America |
Europe | Germany |
| France |
| United Kingdom |
| Italy |
| Netherlands |
| Spain |
| Russia |
| Rest of Europe |
Asia-Pacific | China |
| India |
| Japan |
| Australia |
| New Zealand |
| Rest of Asia-Pacific |
Middle East | Turkey |
| Saudi Arabia |
| United Arab Emirates |
| Rest of Middle East |
Africa | South Africa |
| Egypt |
| Rest of Africa |

Frequently Asked Questions

What is the current size of the fruits and vegetables seeds market?

The fruits and vegetable seeds current market size valued at USD 15.53 billion in 2026.

Which seed type leads revenue in fruit and vegetable seeds?

Vegetable seeds lead the market with the largest 81.8% share in 2025.

Why are hybrids so important in this sector?

Hybrids held the largest 80.1% share in 2025 and are also the fastest-growing breeding technology at 5.7% CAGR from 2026 to 2031 because growers value yield, uniformity, and disease resistance.

Which cultivation method is growing fastest?e in 2025 and are also the fastest-growing breeding technology at 5.7% CAGR from 2026 to 2031 because growers value yield, uniformity, and disease resistance.

Protected cultivation is the fastest-growing cultivation mechanism with a 7.4% CAGR from 2026 to 2031.