



Background

The overall market value of the global vegetable seed market increased roughly 6% from 2009 to 2010 to an estimated \$4b USD. With continued growth and new shifts occurring within regions and production practices, the industry requires accurate and applicable data to make effective and critical decisions.

Global Seed Sector Outlook 2025: Major Vegetable Crops

The Context Network's **Global Seed Sector Outlook 2025: Major Vegetable Crops (MVC Outlook 2025)** is a dynamic capture of semi-annual long-range (10-15 year) forecasting data for global vegetable seed markets.

MVC 2025 provides a unique perspective of a complex global sector of agriculture with significant growth opportunities. Now in its 3rd edition, **MVC 2025** provides subscribers with the most robust, long-term forecast for the \$4b global vegetable crops seed industry. The study monitors key country by crop market growth drivers, including:

- changes in acres planted with traits and traits per acre
- seed price changes at seed company and grower levels
- new commercial developments (e.g. hybridization)
- potential of biotechnology and modern breeding innovations

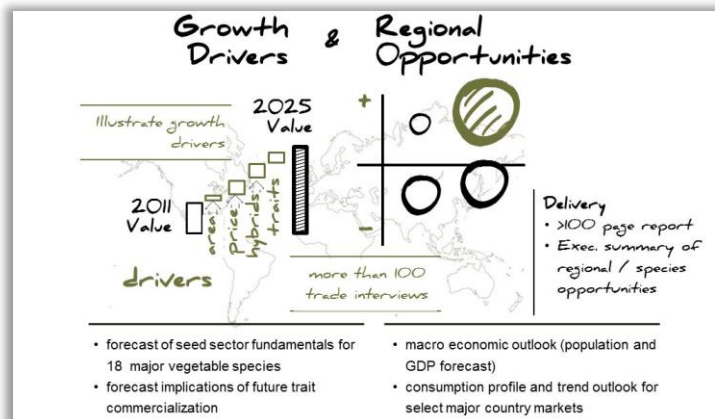
This intensive market evaluation includes key findings central to the vegetable seed industry. Forecast interpretations help reveal opportunities within crops and regions. Prospects for biotechnology in vegetable crops are presented along with global macro-economic and vegetable consumption outlooks.

MVC Outlook 2025 is further fortified by content harvested from more than 120 seed trade respondents. Their perspectives draw upon expertise from multi-national seed industry personnel, regional seed trade personnel, distributors, government officials and seed trade associations. They provide perspective on topics from commercial vegetable consumption to factors affecting seed use and value, to key growth drivers and threats to growth around the world and within key production regions.

“Global population and income dynamics are combining to drive industry demand.”
Context Partner, Mark Nelson

From Baseline to Futurecast: MVC Outlook 2025 Provides Perspective

The core of the study provides baseline projections of fresh and processed produce consumption, as well as forecasts for changes in seed use and seed market values. Analytical output includes identification of key growth factors, as well as important marketplace trends and potential competitive threats. Subscribers find **MVC Outlook 2025** baseline findings essential to establishing a starting point for constructing new strategic and “what if” analyses.





Biotech and the Vegetable Seed Industry

MVC Outlook 2025 explores the relevance and influence of plant biotechnology and traits developed through modern breeding

techniques, including regulatory and public acceptance issues unique to each specific crop. **MVC Outlook 2025** examines potential “price-lifting” effects of new plant traits.

With scrupulous detail, **MVC Outlook 2025** offers transparency in articulating forecast assumptions to cross-check client opinions. The analysis includes:

- Analytics performed to describe major impacts clearly summarized as either:
 - Biotech trait
 - Seed price
 - Commercial transitions (such as increases to purchased seed, higher value hybrids)
 - Seed volume (changes in crop area and planting rates)
- Synthesis of global market impacts are provided of:
 - Commodity outlooks
 - Trait pipelines
 - Trade expectations

18 Major Vegetable Species

Brassica	Cabbage	
	Cauliflower	
	Broccoli	
Cucurbit	Melon	
	Watermelon	
	Cucumber	
	Squash	
Large Seed	Beans	
	Peas	
	Sweet Corn	
Leafy	Lettuce	
	Spinach	
Root-Bulb	Onion	
	Carrot	
	Radish	
Solanaceae	Pepper	
	Eggplant	
	Tomato	

“Context’s MVC Outlook 2025 investigation frames factors, both regionally and globally, to paint an encompassing valuation for vegetable seed industry executives and watchers.”
Context Partner, Mark Nelson

Analytical Tools for Success

Subscribers to **MVC Outlook 2025** frequently augment **MVC Outlook 2025** baseline findings with **BTC 2012** insights and analyses and **GSMD 2012** database and analytical capabilities. Subscribers who purchase all three of these industry-leading reports and analytical tools are able to develop the broadest and most robust baseline view of the world of seeds and biotechnology traits currently available to the industry. In addition, subscribers to all three reports have access to the critical facts and figures needed to develop strategies for the future that are more easily adapted to changing market conditions and business objectives.

For more information on Context’s *Global Seed Sector Outlook 2025: Major Vegetable Outlook*, or *Context’s Global Seed Market Database 2012*, or *Plant Biotech Traits Commercialized 2012*, contact Mark Nelson at: mark.nelson@contextnet.com.

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