



Covid 19 and the Impact on the Hydroponic Market

Aashray Mody*

Technical Student, Department of IT, NMIMS MPSTME, India

***Corresponding Author:** Aashray Mody, Technical Student, Department of IT, NMIMS MPSTME, India.

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It is projected that the global COVID-19 pandemic effect on the hydroponics market will generate revenues of USD 17 billion with a CAGR of about 11.5% from 2020 to 2024 (forecast period). The study outlines the strengths, opportunities, threats and potential business risks and provides an extensive summary of the influence of COVID-19 on the global market situation. Hydroponics refers to an agricultural process, such as a mineral nutrient and a water solution, used to grow plants in a soil-free medium. In a particular climate, crops have historically been cultivated, but in hydroponics, they are cultivated in a controlled setting. Hydroponics uses two methods, a solid medium crop and a solution crop, to grow crops.

Due to higher yields from hydroponics, hydroponics is gaining momentum in the global agriculture market. In addition, by providing controlled environmental conditions, the cultivation of crops by hydroponics removes the effect of external environmental factors on crop development. The strain on natural resources, such as land and water, is also minimised by hydroponics because it needs little indoor space and the water used in the nutrient solution can be recycled and reused.

Young entrepreneurs in Indian cities such as Delhi, Mumbai and Bengaluru are turning their attention to hydroponic farming, where plants grow without soil and are fed mineral nutrients through water, in the face of increasing demand for fresh farm produce without pesticides. In many nations, such as the Netherlands, hydroponics has gained popularity as a sustainable farming system by using far less water than traditional procedures do.

Many companies in India are exploring looking at hydroponics.

So how did the vendors take it as said by a young entrepreneur, Vendors, especially during lockdown, were open to having good

produce. They didn't even get basic needs, and on the same day, we gave them fresh produce harvested.

Some in Delhi have chosen to set up their projects in polyhouses on the outskirts of the city. Others do it in the heart of the city, in residential or commercial areas, where the plants grow under artificial light that simulates sunlight in laboratory-like conditions. Many young entrepreneurs have heard about it on the Internet and in their homes through trials and experiments.

In an 800-square-foot space, plants thrive on the top floor of a small house. Accessed from an electronics shop, the unexpected room transports a tourist to the surreal sight of the 18 varieties of lettuce and other leafy greens flourishing in vertical panels in one of the most crowded markets in Delhi, from the honking cars and traffic snarls.

According to shop owners, the attractiveness of greens increasing in a safe, germ-free atmosphere has increased during the pandemic as people concentrate more on eating healthier foods. Although higher prices are an obstacle for others, cities' high-income consumers are increasingly able to pay the price for fresh produce.

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