

# **Yellow Oyster Mushroom Market By Product Form (Fresh, Processed) , By End User (Retail Consumers, Food Service Industry, Food Processing Industry, Nutraceutical and Pharmaceutical Companies) By Distribution Channel (Direct, Retail, Online) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

### **Yellow Oyster Mushroom Market**

The yellow oyster mushroom market was valued at \$1.4 billion in 2023 and is projected to reach \$4.2 billion by 2033, growing at a CAGR of 11.6% from 2024 to 2033.

Yellow oyster mushroom belongs to a family of fungi called “Pleurotus.” It is present in cluster form on the decaying parts of hardwood trees such as beech, oak, maple, and elm. It possesses a mild nutty & sweet flavor and exhibits a rich nutritional profile, comprising essential minerals & vitamins such as Vitamin B12, potassium, magnesium, zinc, iron, manganese, copper, and phosphorus. It provides various health benefits such as reducing cholesterol levels, lowering inflammation, improving digestion, and boosting the immune system.

Increase in the popularity of gourmet meals and specialty foods has boosted the demand for yellow oyster mushrooms across retail stores & restaurants. In addition, the market development is augmented due to exponential growth in health-conscious population inclining toward vegetarian and vegan diets. The abundance of antioxidants and bioactive compounds in the mushrooms promotes its consumption. In recent times, the cultivation of yellow oyster mushrooms for their ergothioneine (ERGO) quantities is

acquiring traction. ERGO is a powerful amino acid that exhibits anti-aging, anti-inflammatory, and antioxidant properties. The trend of converting the mushrooms into powder and supplements form is gaining significant prominence currently, propelling the development of the market.

However, cultivation of yellow oyster mushrooms requires stringent growing conditions, which limits their scalability and hinders widespread expansion of the market. Furthermore, the high cost of these mushrooms hinders their consumption among budget-sensitive consumers, restraining the development of the market. On the contrary, surge in the availability of ready-to-grow kits is anticipated to present remunerative opportunities for the yellow oyster mushroom market. Through these kits, mushrooms are easily cultivated within 5-10 days at the comfort of home with minimal effort and maintenance. The easy availability of the kits on e-commerce is poised to open new avenues for the market.

## Segment Review

The yellow oyster mushroom market is segmented into product form, end user, distribution channel, and region. By product form, the market is bifurcated into fresh and processed. Depending on end user, it is divided into retail consumers, food service industry, food processing industry, and nutraceutical and pharmaceutical companies. As per distribution channel, it is classified into direct, retail, and online. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

By product form, the fresh segment dominated the market in 2023.

Depending on end user, the food service industry segment held a high share of the market in 2023.

As per distribution channel, the retail segment acquired a high stake in the market in 2023.

Region wise, Asia-Pacific was the highest revenue generator in 2023.

## Competition Analysis

The leading players operating in the global yellow oyster mushroom market include Oke

USA, Hollandia Produce, MycoFarm, Shrooms Inc., Fungi Perfecti, Mushroom Mountain, FreshCap Mushrooms, North Spore, The Mushroom Company, and Hummingbird Mushrooms. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

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## Key Market Segments

### By Product Form

Fresh

Processed

### By End User

Retail Consumers

Food Service Industry

Food Processing Industry

Nutraceutical and Pharmaceutical Companies

### By Distribution Channel

Direct

Retail

Online

### By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Oke USA

Hollandia Produce

MycoFarm

Shrooms Inc.

Fungi Perfecti

Mushroom Mountain

FreshCap Mushrooms

North Spore

The Mushroom Company

Hummingbird Mushrooms

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