

Asia-Pacific Mycelium Market: Analysis and Forecast, 2023-2028

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Abstracts

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Introduction to Asia-Pacific Mycelium Market

The Asia-Pacific mycelium market (excluding China) was valued at \$300.0 million in 2023 and is expected to reach \$500.1 million by 2028, growing at a CAGR of 10.76% between 2023 and 2028. The growth of the mycelium market is anticipated to be fueled by the rising need for sustainable materials and their role in promoting a circular economy.

Market Introduction

The mycelium market in the Asia-Pacific (APAC) region is currently in its early stages but shows immense potential for growth. Research and development activities are on the rise, driven by the increasing demand for mycelium-based products, particularly in response to changing consumer preferences favoring plant-based and vegan options. One significant opportunity in the APAC mycelium market lies in the escalating investments in research and development, aimed at harnessing the full potential of mycelium. Mycelium exhibits versatile properties that can be customized to suit various applications, making it increasingly appealing to consumers across industries such as pharmaceuticals, construction, electronics, and skincare. As the region embraces sustainable and eco-friendly alternatives, the APAC mycelium market is poised for expansion, offering innovative solutions that align with the growing emphasis on sustainability and circular economy practices.

Market Segmentation:

Segmentation 1: by Application

Food and Beverage Industry

Packaging Industry

Textile Industry

Others

Segmentation 2: by Nature

Raw

Processed

Segmentation 3: by Form

Pre-Formed Product

Powder

Liquid Culture

Tablet and Capsule

Segmentation 4: by Country

India

Japan

South Korea

Australia and New Zealand

Rest-of-Asia-Pacific

How can this report add value to an organization?

Product/Innovation Strategy: The product segment helps the reader understand the different types of mycelium products available for deployment in food and beverage, clothing, packaging, and other industries and their potential. Moreover, the study provides the reader with a detailed understanding of the different mycelium-based products by application (food and beverage, packaging, textile, and others), nature (raw and processed), and form (pre-formed product, powder, liquid culture, and tablet and capsule). Mycelium-based finished products generate higher revenues when compared to operational and raw material costs. Therefore, the mycelium business is a low-investment and high-revenue generating agricultural model.

Growth/Marketing Strategy: The APAC mycelium market has seen major development by key players operating in the market, such as business expansion, partnership, collaboration, and joint venture. The favored strategy for the companies has been product launches to strengthen their position in the mycelium market.

Competitive Strategy: Key players in the APAC mycelium market analyzed and profiled in the study involve mycelium-based product manufacturers that provide raw or processed products. Moreover, a detailed competitive benchmarking of the players operating in the APAC mycelium market has been done to help the reader understand how players stack against each other, presenting a clear market landscape. Additionally, comprehensive competitive strategies such as partnerships, agreements, and collaborations will aid the reader in understanding the untapped revenue pockets in the market.

Contents

Executive Summary

1 MARKETS

1.1 Industry Outlook

1.1.1 Market Definition

1.1.2 Trends

1.1.2.1 Boosts Circular Economy

1.1.2.2 Mycelium-Based Organo-Electronics

1.1.2.3 Growing Utilization of Bio-Fabrication Technique

1.1.3 Ecosystem/Ongoing Programs

1.1.3.1 Regulatory Landscape

1.2 Business Dynamics

1.2.1 Business Drivers

1.2.1.1 Increasing Innovation in Sustainable and Eco-Friendly Products

1.2.1.2 Shift in Consumer Behavior and Preference

1.2.1.3 Advancements in Research and Technology

1.2.2 Business Challenges

1.2.2.1 Challenge of Scalability and Commercialization

1.2.2.2 Transition from Conventional Materials

1.2.3 Market Strategies and Developments

1.2.3.1 Product Development and Innovation

1.2.3.2 Market Development

1.2.3.3 Others

1.2.4 Corporate Strategies

1.2.4.1 Partnership, Collaboration, and Joint Venture

1.2.4.2 Snapshot of Corporate Strategies Adopted by the Key Players in the

Mycelium Market

1.2.5 Business Opportunities

1.2.5.1 Increasing Research and Development Investments in the Mycelium Sector

1.2.5.2 Emerging Multi-Directional Applications of Mycelium

1.2.5.2.1 Adoption of Mycelium in the Pharmaceutical and Skin Care Industry

1.2.5.2.2 Adoption of Mycelium to Manufacture Biodegradable Materials

1.2.5.2.3 Adoption of Mycelium in the Textile and Fashion Industry

1.2.5.2.4 Adoption of Mycelium to Produce Sustainable Packaging

1.2.5.2.5 Adoption of Mycelium to Manufacture Construction Materials

1.2.5.3 Modifiable Material Characteristics of Mycelium

1.2.6 Case Study

1.2.6.1 Bosque Foods in Food and Beverage Industry

1.2.6.2 Ecovative LLC in Packaging Industry

1.2.6.3 MycoWorks in Textile Industry

1.3 Investment Landscape

1.3.1 Funding Analysis

1.3.1.1 Major Investors

1.3.1.2 Funding Landscape

2 REGIONS

2.1 Mycelium Outlook

2.1.1 Mushroom Production

2.1.2 Polystyrene Ban by Countries

2.2 China

2.2.1 Market

2.2.1.1 Buyer Attributes

2.2.1.2 Business Challenges

2.2.1.3 Business Drivers

2.2.2 Application

2.2.2.1 China Mycelium Market (by Application), \$Million, 2022-2028

2.2.2.2 China Mycelium Market (by Application), Thousand Kilogram, 2022-2028

2.2.3 Product

2.2.3.1 China Mycelium Market (by Nature), \$Million, 2022-2028

2.2.3.2 China Mycelium Market (by Nature), Thousand Kilogram, 2022-2028

2.2.3.3 China Mycelium Market (by Form), \$Million, 2022-2028

2.2.3.4 China Mycelium Market (by Form), Thousand Kilogram, 2022-2028

2.3 Asia-Pacific

2.3.1 Market

2.3.1.1 Business Drivers

2.3.1.2 Business Challenges

2.3.2 Application

2.3.2.1 Asia-Pacific Mycelium Market (by Application), \$Million, 2022-2028

2.3.2.2 Asia-Pacific Mycelium Market (by Application), Thousand Kilogram, 2022-2028

2.3.3 Product

2.3.3.1 Asia-Pacific Mycelium Market (by Nature), \$Million, 2022-2028

2.3.3.2 Asia-Pacific Mycelium Market (by Nature), Thousand Kilogram, 2022-2028

2.3.3.3 Asia-Pacific Mycelium Market (by Form), \$Million, 2022-2028

2.3.3.4 Asia-Pacific Mycelium Market (by Form), Thousand Kilogram, 2022-2028

2.3.4 Country

2.3.4.1 Asia-Pacific Mycelium Market (by Country), \$Million, 2022-2028

2.3.4.2 Asia-Pacific Mycelium Market (by Country), Thousand Kilogram, 2022-2028

2.3.4.3 Japan

2.3.4.3.1 Market

2.3.4.3.1.1 Buyer Attributes

2.3.4.3.1.2 Business Drivers

2.3.4.3.1.3 Business Challenges

2.3.4.3.2 Application

2.3.4.3.2.1 Japan Mycelium Market (by Application), \$Million, 2022-2028

2.3.4.3.2.2 Japan Mycelium Market (by Application), Thousand Kilogram,

2022-2028

2.3.4.3.3 Product

2.3.4.3.3.1 Japan Mycelium Market (by Nature), \$Million, 2022-2028

2.3.4.3.3.2 Japan Mycelium Market (by Nature), Thousand Kilogram, 2022-2028

2.3.4.3.3.3 Japan Mycelium Market (by Form), \$Million, 2022-2028

2.3.4.3.3.4 Japan Mycelium Market (by Form), Thousand Kilogram, 2022-2028

2.3.4.4 Australia and New Zealand

2.3.4.4.1 Market

2.3.4.4.1.1 Buyer Attributes

2.3.4.4.1.2 Business Drivers

2.3.4.4.1.3 Business Challenges

2.3.4.4.2 Application

2.3.4.4.2.1 Australia and New Zealand Mycelium Market (by Application), \$Million,

2022-2028

2.3.4.4.2.2 Australia and New Zealand Mycelium Market (by Application),

Thousand Kilogram, 2022-2028

2.3.4.4.3 Product

2.3.4.4.3.1 Australia and New Zealand Mycelium Market (by Nature), \$Million,

2022-2028

2.3.4.4.3.2 Australia and New Zealand Mycelium Market (by Nature), Thousand

Kilogram, 2022-2028

2.3.4.4.3.3 Australia and New Zealand Mycelium Market (by Form), \$Million,

2022-2028

2.3.4.4.3.4 Australia and New Zealand Mycelium Market (by Form), Thousand

Kilogram, 2022-2028

2.3.4.5 India

2.3.4.5.1 Market

- 2.3.4.5.1.1 Buyer Attributes
- 2.3.4.5.1.2 Business Drivers
- 2.3.4.5.1.3 Business Challenges
- 2.3.4.5.2 Application
 - 2.3.4.5.2.1 India Mycelium Market (by Application), \$Million, 2022-2028
 - 2.3.4.5.2.2 India Mycelium Market (by Application), Thousand Kilogram, 2022-2028
- 2.3.4.5.3 Product
 - 2.3.4.5.3.1 India Mycelium Market (by Nature), \$Million, 2022-2028
 - 2.3.4.5.3.2 India Mycelium Market (by Nature), Thousand Kilogram, 2022-2028
 - 2.3.4.5.3.3 India Mycelium Market (by Form), \$Million, 2022-2028
 - 2.3.4.5.3.4 India Mycelium Market (by Form), Thousand Kilogram, 2022-2028
- 2.3.4.6 South Korea
 - 2.3.4.6.1 Market
 - 2.3.4.6.1.1 Buyer Attributes
 - 2.3.4.6.1.2 Business Drivers
 - 2.3.4.6.1.3 Business Challenges
 - 2.3.4.6.2 Application
 - 2.3.4.6.2.1 South Korea Mycelium Market (by Application), \$Million, 2022-2028
 - 2.3.4.6.2.2 South Korea Mycelium Market (by Application), Thousand Kilogram, 2022-2028
 - 2.3.4.6.3 Product
 - 2.3.4.6.3.1 South Korea Mycelium Market (by Nature), \$Million, 2022-2028
 - 2.3.4.6.3.2 South Korea Mycelium Market (by Nature), Thousand Kilogram, 2022-2028
 - 2.3.4.6.3.3 South Korea Mycelium Market (by Form), \$Million, 2022-2028
 - 2.3.4.6.3.4 South Korea Mycelium Market (by Form), Thousand Kilogram, 2022-2028
- 2.3.4.7 Rest-of-Asia-Pacific
 - 2.3.4.7.1 Market
 - 2.3.4.7.1.1 Buyer Attributes
 - 2.3.4.7.1.2 Business Drivers
 - 2.3.4.7.1.3 Business Challenges
 - 2.3.4.7.2 Application
 - 2.3.4.7.2.1 Rest-of-Asia-Pacific Mycelium Market (by Application), \$Million, 2022-2028
 - 2.3.4.7.2.2 Rest-of-Asia-Pacific Mycelium Market (by Application), Thousand Kilogram, 2022-2028
 - 2.3.4.7.3 Product
 - 2.3.4.7.3.1 Rest-of-Asia-Pacific Mycelium Market (by Nature), \$Million, 2022-2028

2.3.4.7.3.2 Rest-of-Asia-Pacific Mycelium Market (by Nature), Thousand Kilogram, 2022-2028

2.3.4.7.3.3 Rest-of-Asia-Pacific Mycelium Market (by Form), \$Million, 2022-2028

2.3.4.7.3.4 Rest-of-Asia-Pacific Mycelium Market (by Form), Thousand Kilogram, 2022-2028

3 MARKETS - COMPETITIVE BENCHMARKING & COMPANY PROFILES

3.1 Competitive Benchmarking

3.2 Market Share Analysis

3.2.1 Market Share Analysis for Mycelium Market

3.3 Company Profiles

3.3.1 Packaging Industry

3.3.1.1 Mycotech Lab

3.3.1.1.1 Company Overview

3.3.1.1.1.1 Role of Mycotech Lab in the Mycelium Market

3.3.1.1.1.2 Product Portfolio

3.3.1.1.2 Customer Profile

3.3.1.1.2.1 Key Clients

3.3.1.1.2.2 Target Customers

3.3.1.1.3 Business Strategies

3.3.1.1.3.1 Product Developments

3.3.1.1.4 Business Model

3.3.1.1.5 Analyst View

4 RESEARCH METHODOLOGY

4.1 Data Sources

4.1.1 Primary Data Sources

4.1.2 Secondary Data Sources

4.1.3 Data Triangulation

4.2 Market estimation and Forecast

4.2.1 Factors for Data Prediction and Modeling

List Of Figures

LIST OF FIGURES

- Figure 1: Global Demand for Meat, Million Tons, 2005 and 2050
- Figure 2: Asia-Pacific Mycelium Market, \$Billion, 2022-2028
- Figure 3: Asia-Pacific Mycelium Market, Thousand Kilogram, 2022-2028
- Figure 4: Business Dynamics for Asia-Pacific Mycelium Market
- Figure 5: Asia-Pacific Mycelium Market (by Application), \$Million, 2022-2028
- Figure 6: Asia-Pacific Mycelium Market (by Application), Thousand Kilogram, 2022-2028
- Figure 7: Asia-Pacific Mycelium Market (by Nature), \$Million, 2022-2028
- Figure 8: Asia-Pacific Mycelium Market (by Nature), Thousand Kilogram, 2022-2028
- Figure 9: Asia-Pacific Mycelium Market (by Form), \$Million, 2022-2028
- Figure 10: Asia-Pacific Mycelium Market (by Form), Thousand Kilogram, 2022-2028
- Figure 11: Mycelium Market (by Region), \$Million, 2022
- Figure 12: Benefits of Utilizing Mycelium in the Food and Beverage Sector
- Figure 13: Ongoing Trends in the Mycelium Market
- Figure 14: Circular Economy of Mycelium Products
- Figure 15: Mycelium-Based Organo-Electronics
- Figure 16: Prototype of a Do it Yourself (DIY) Mycelium-Based Organo-Electronics
- Figure 17: Uses of Mycelium-Based Organo-Electronics
- Figure 18: Prototype of a Mycelium-Based Bio-Fabricated Utensil
- Figure 19: Factors Analyzed in Business Dynamics in the Mycelium Market
- Figure 20: Major Areas of Research and Innovation in the Mycelium Market
- Figure 21: Share of Key Market Strategies and Developments, 2019-2023
- Figure 22: Product Development and Innovation (by Company), January 2019-June 2023
- Figure 23: Market Development (by Company), January 2019-June 2023
- Figure 24: Other Strategies (by Company), January 2019-June 2023
- Figure 25: Partnership, Collaboration, and Joint Venture (by Company), January 2019-June 2023
- Figure 26: Snapshot of Corporate Strategies Adopted by the Key Players in the Mycelium Market
- Figure 27: Mushroom Cultivation, \$Billion
- Figure 28: Bosque Foods Innovation in the Food and Beverage Industry
- Figure 29: Ecovative LLC Innovation in the Packaging Industry
- Figure 30: MycoWorks Innovation in the Textile Industry
- Figure 31: Investment and Funding (by Year), \$Million, January 2019-June 2023

- Figure 32: Investment and Funding Landscape (by Company), %, 2019-2023
- Figure 33: Investment and Funding Landscape Share (by Region), %, 2019-2023
- Figure 34: Leading Countries in Mushroom Production, 2020
- Figure 35: Leading Mushroom-Importing Nations, \$Million, 2021
- Figure 36: Leading Mushroom-Exporting Nations, \$Million, 2021
- Figure 37: Mushroom Production Share of the Countries in Asia-Pacific, 2021
- Figure 38: Competitive Benchmarking Matrix
- Figure 39: Market Share Analysis of Mycelium Market, 2022
- Figure 40: Data Triangulation
- Figure 41: Top-Down and Bottom-Up Approach
- Figure 42: Assumptions and Limitations

List Of Tables

LIST OF TABLES

Table 1: Government Initiatives and Regulatory Landscape in the Mycelium Market

Table 2: Top Investors in Key Mycelium Companies

Table 3: Key Investments in the Ecosystem, January 2019- June 2023

Table 4: Mycelium Market (by Region), \$Million, 2022-2028

Table 5: Mycelium Market (by Region), Thousand Kilogram, 2022-2028

Table 6: Polystyrene Ban across Major Countries, 2017-2022

Table 7: China Mycelium Market (by Application), \$Million, 2022-2028

Table 8: China Mycelium Market (by Application), Thousand Kilogram, 2022-2028

Table 9: China Mycelium Market (by Nature), \$Million, 2022-2028

Table 10: China Mycelium Market (by Nature), Thousand Kilogram, 2022-2028

Table 11: China Mycelium Market (by Form), \$Million, 2022-2028

Table 12: China Mycelium Market (by Form), Thousand Kilogram, 2022-2028

Table 13: Asia-Pacific Mycelium Market (by Application), \$Million, 2022-2028

Table 14: Asia-Pacific Mycelium Market (by Application), Thousand Kilogram, 2022-2028

Table 15: Asia-Pacific Mycelium Market (by Nature), \$Million, 2022-2028

Table 16: Asia-Pacific Mycelium Market (by Nature), Thousand Kilogram, 2022-2028

Table 17: Asia-Pacific Mycelium Market (by Form), \$Million, 2022-2028

Table 18: Asia-Pacific Mycelium Market (by Form), Thousand Kilogram, 2022-2028

Table 19: Asia-Pacific Mycelium Market (by Country), \$Million, 2022-2028

Table 20: Asia-Pacific Mycelium Market (by Country), Thousand Kilogram, 2022-2028

Table 21: Japan Mycelium Market (by Application), \$Million, 2022-2028

Table 22: Japan Mycelium Market (by Application), Thousand Kilogram, 2022-2028

Table 23: Japan Mycelium Market (by Nature), \$Million, 2022-2028

Table 24: Japan Mycelium Market (by Nature), Thousand Kilogram, 2022-2028

Table 25: Japan Mycelium Market (by Form), \$Million, 2022-2028

Table 26: Japan Mycelium Market (by Form), Thousand Kilogram, 2022-2028

Table 27: Australia and New Zealand Mycelium Market (by Application), \$Million, 2022-2028

Table 28: Australia and New Zealand Mycelium Market (by Application), Thousand Kilogram, 2022-2028

Table 29: Australia and New Zealand Mycelium Market (by Nature), \$Million, 2022-2028

Table 30: Australia and New Zealand Mycelium Market (by Nature), Thousand Kilogram, 2022-2028

Table 31: Australia and New Zealand Mycelium Market (by Form), \$Million, 2022-2028

Table 32: Australia and New Zealand Mycelium Market (by Form), Thousand Kilogram, 2022-2028

Table 33: India Mycelium Market (by Application), \$Million, 2022-2028

Table 34: India Mycelium Market (by Application), Thousand Kilogram, 2022-2028

Table 35: India Mycelium Market (by Nature), \$Million, 2022-2028

Table 36: India Mycelium Market (by Nature), Thousand Kilogram, 2022-2028

Table 37: India Mycelium Market (by Form), \$Million, 2022-2028

Table 38: India Mycelium Market (by Form), Thousand Kilogram, 2022-2028

Table 39: South Korea Mycelium Market (by Application), \$Million, 2022-2028

Table 40: South Korea Mycelium Market (by Application), Thousand Kilogram, 2022-2028

Table 41: South Korea Mycelium Market (by Nature), \$Million, 2022-2028

Table 42: South Korea Mycelium Market (by Nature), Thousand Kilogram, 2022-2028

Table 43: South Korea Mycelium Market (by Form), \$Million, 2022-2028

Table 44: South Korea Mycelium Market (by Form), Thousand Kilogram, 2022-2028

Table 45: Rest-of-Asia-Pacific Mycelium Market (by Application), \$Million, 2022-2028

Table 46: Rest-of-Asia-Pacific Mycelium Market (by Application), Thousand Kilogram, 2022-2028

Table 47: Rest-of-Asia-Pacific Mycelium Market (by Nature), \$Million, 2022-2028

Table 48: Rest-of-Asia-Pacific Mycelium Market (by Nature), Thousand Kilogram, 2022-2028

Table 49: Rest-of-Asia-Pacific Mycelium Market (by Form), \$Million, 2022-2028

Table 50: Rest-of-Asia-Pacific Mycelium Market (by Form), Thousand Kilogram, 2022-2028

Table 51: Mycotech Lab: Product Portfolio

Table 52: Mycotech Lab: Product Developments

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