

Global Adaptogenic Mushrooms Market Size study & Forecast, by Product (Reishi, Chaga, Turkey Tail, Lion's Mane, Cordyceps, Others), by Application (Immunity Booster, Stress & Anxiety Relief, Cognitive, Brain Support & Mental Health Support, Insomnia Treatment, Others), by Form (Fresh/Whole, Dried, Processed) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/G58C13F54E6FEN.html>

Date: July 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G58C13F54E6FEN

Abstracts

Global Adaptogenic Mushrooms Market is valued at approximately USD 11.72 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 10.8% over the forecast period 2023-2030. Adaptogenic mushrooms are a type of fungi known for their ability to help the body adapt and respond to stressors. They contain bioactive compounds that support the body's ability to regulate stress hormones, boost energy levels, and promote overall well-being. Moreover, the market for adaptogenic mushrooms is experiencing growth due to the growing consumer interest in natural health remedies, increasing interest in holistic health and wellness, growing global trend towards natural and plant-based products, including dietary supplements and the increasing awareness of the advantages associated with mushrooms.

The growth of the adaptogens mushrooms market is primarily driven by the global increase in stress levels among consumers. As per a 2022 publication by The American Institute of Stress, among 143 countries, the average proportion of individuals experiencing stress is 35%. Americans currently face a stress level that surpasses the global average by 20 percentage points, aligning with Louisiana, the most stressed state in the country. Globally, Greece holds the highest reported stress level, reaching 59%. Thus, adaptogenic mushrooms, with their potential stress-reducing and immune-boosting properties are gaining high among individuals who seek to manage stress,

improve energy levels, and support overall health. Moreover, the market for adaptogens mushrooms is witnessing various growth prospects due to increased demand from the beverage industry and health-conscious consumers. Adaptogens, available in powder form, are sought after for their potential to reduce anxiety and enhance mental stability. Furthermore, the market is being driven by a rise in the number of companies introducing innovative products that incorporate adaptogenic mushrooms. However, the adaptogenic mushroom market faces challenges such as higher product costs, and niche market presence, which impede its growth and mainstream adoption throughout the forecast period of 2023-2030.

The key regions considered for the Global Adaptogenic Mushrooms Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in 2022. Adaptogenic mushrooms, known for their medicinal properties as they offer a wide array of health benefits, including stress relief, immune system support, and anti-inflammatory effects. Factors such as growing awareness of adaptogens and traditional medicine, rising interest in holistic health and wellness, and product innovation and formulation are bolstering the demand of adaptogenic mushrooms across the APAC region. North America is expected to be a fastest growing region during the forecast period, the growth of the region's adaptogenic mushroom market is fueled by consumer awareness of the perceived health benefits associated with these mushrooms and a growing emphasis on overall well-being. To meet the increasing demand for healthier beverage options, numerous companies in the region are introducing adaptogenic beverages.

Major market players included in this report are:

Four Sigmatic
Om Mushroom Superfood
Real Mushrooms
Sun Potion
Mushroom Science
Fungi Perfecti, LLC,
Terrasoul Superfoods
Nammex
Moon Juice
Mushroom Revival Inc.

Recent Developments in the Market:

In March 2023, Vida e caffè, a privately-owned coffee shop based in the U.S., collaborated with GOODMIND, a functional mushroom provider, to introduce functional

mushroom cappuccino and sachets. These sachets contain a blend of functional mushrooms such as chaga, shiitake, cordyceps, and Lion's mane.

Global Adaptogenic Mushrooms Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Application, Form, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Reishi

Chaga

Turkey Tail

Lion's Mane

Cordyceps

Others

By Application:

Immunity Booster

Stress & Anxiety Relief

Cognitive, Brain Support & Mental Health Support

Insomnia Treatment

Others

By Form:

Fresh/Whole

Dried

Processed

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

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