

Global White mushroom market Size study & Forecast, by Form (Fresh, Processed) by Branding (Private-label, Branded), by End-use (Retail, Food Service, Food & Beverage Industry, Other), and Regional Analysis, 2023-2030

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Abstracts

Global White mushroom market is valued approximately USD 40.0 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 6.8% over the forecast period 2023-2030. The white mushroom market refers to the industry involved in the cultivation, distribution, and commercialization of the commonly consumed edible fungus known as the white mushroom (*Agaricus bisporus*). White mushrooms are widely appreciated for their mild flavor, versatile culinary applications, and nutritional value. The White mushroom market is being driven by factors such as advancement in cultivation techniques of mushroom and increasing demand of vegan products.

White mushrooms are low in calories and fat, making them a healthy choice for those watching their calorie intake. They are a good source of dietary fiber, vitamins (such as B vitamins and vitamin D when exposed to sunlight), and minerals (including potassium, copper, and selenium). These are also used in pizza toppings and pasta. The Vegan Society reported that in 2021, the popularity of vegan products surpassed that of vegetarian and gluten-free products, as evidenced by search data on Google. Vegan products were searched for three times more frequently compared to vegetarian and gluten-free options, indicating a significant and growing interest in veganism among consumers. According to the latest data from World Animal Foundation, the global vegan population has reached a remarkable milestone, with nearly 79 million individuals embracing a vegan lifestyle as of 2023. Along with those advancements in cultivation techniques of mushrooms like controlled environment agriculture, vertical farming, and improved crop management practices. These advancements lead to higher yields,

improved quality, and cost-effectiveness in white mushroom production. Thus increasing demand of vegan food and continuous advancement in mushroom farming techniques fueling the growth of the market. In addition to the increasing demand for healthy and low-caloric food and the increasing commercialization of mushrooms create lucrative opportunities for the market. However, the international trade and regulatory challenges for mushroom hinder market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global White mushroom market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in 2022 owing to the region has a significant population, including countries like China, India, Japan, and South Korea, where white mushrooms are widely consumed as a part of the local cuisine also increasing demand of white mushroom in the region. Asia Pacific is also considered the fastest growing region during the forecast period due to region has favorable climatic conditions and suitable agricultural landscapes for mushroom cultivation. Countries like China and India have a long history of mushroom production, with well-established farming practices and infrastructure, contributing to a robust supply of white mushrooms.

Major market player included in this report are:

Bonduelle Group

Costa Group

Drinkwater Mushrooms

Monterey Mushrooms, Inc.

The Giorgi Companies, Inc.

Phillips Mushroom Farms

GUAN'S MUSHROOM

Metolius Valley Inc.

Okechamp SA

Fujian Yuxing

Recent Developments in the Market:

In March 2022, Cornerstone Investment Management, Kartesia, and Okechamp S.A. have come together in a strategic partnership with the aim of establishing a leading position in the global white mushroom production industry. This venture will involve complex cross-border transactions between the four entities and is projected to generate annual revenues of USD196 million. To facilitate this ambitious endeavor, a significant investment of USD 87.37 million will be made to create a new platform that combines the assets of Poland and the Netherlands, which are the two largest white

mushroom producers in Europe.

Global White mushroom 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 - Form, Branding, End-use , 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 Form:

Fresh

Processed

By Branding:

Private-label

Branded

By End-use:

Retail

Food Service

Food & Beverage Industry

Other

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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