

Global Enoki Mushroom Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/G42568F4FC06EN.html>

Date: June 2025

Pages: 111

Price: US\$ 3,480.00 (Single User License)

ID: G42568F4FC06EN

Abstracts

According to our (Global Info Research) latest study, the global Enoki Mushroom market size was valued at US\$ 1571 million in 2024 and is forecast to a readjusted size of USD 1550 million by 2031 with a CAGR of -0.2% during review period.

Enoki mushrooms (*Flammulina velutipes*) are a type of edible fungi native to East Asia, particularly popular in countries like China, Japan, and Korea. Known for their long, slender white stems and small, round caps, Enoki mushrooms have a unique delicate flavor and crisp texture. The mushrooms grow in clusters, and their appearance resembles golden needle-like strands, which is where the name 'Enoki' (golden needle mushroom) comes from. Enoki mushrooms are highly nutritious, containing protein, B vitamins, dietary fiber, and various minerals, while being low in calories and fat. They also contain bioactive compounds such as polysaccharides and amino acids, which contribute to their health benefits. As a versatile ingredient, Enoki mushrooms are commonly used in soups, hot pots, stir-fries, and other dishes, valued for both their taste and health-promoting properties. Their growing popularity worldwide reflects an increasing demand for nutritious and functional food products.

As global consumer awareness of healthy eating increases, Enoki mushrooms, with their low calorie, high fiber, and rich nutritional profile, have gained significant popularity, particularly in the Asia-Pacific region and Western markets. Their versatility in cooking, from soups and hot pots to stir-fries, and their unique taste and texture make them suitable for all age groups. In recent years, the demand for organic Enoki mushrooms has grown, driven by the rise of organic farming and sustainable food practices. Furthermore, Enoki mushrooms are increasingly being used in functional foods, including health supplements, due to their natural polysaccharides and antioxidant

properties, making them an ideal choice for health-conscious consumers.

On the production side, the cultivation of Enoki mushrooms has seen significant advances with the adoption of modern agricultural technologies such as climate control, humidity regulation, and automation, resulting in higher yields and improved quality. With these technological advancements, the production cost of Enoki mushrooms has been gradually reduced, further enhancing their competitiveness in the market. Given the diversification of global dining culture and the ongoing trend toward healthy eating, the demand for Enoki mushrooms is expected to continue to grow, especially in Asia, where they are commonly used in hot pot and soup dishes, presenting substantial market potential.

Market Drivers:

Health Eating Trend: As consumers become increasingly focused on health-conscious eating, Enoki mushrooms have become a key ingredient due to their low calorie, high fiber, and rich nutritional profile. Their natural bioactive compounds, such as polysaccharides, amino acids, and antioxidants, attract health-conscious consumers.

Diversification of Dining Culture: Enoki mushrooms are gaining popularity in various cuisines, especially in hot pots, soups, and Asian dishes, where they are essential ingredients. This trend drives steady growth in demand across different culinary sectors.

Rise of Organic Farming and Sustainable Foods: The promotion of organic farming and growing consumer demand for sustainable food products have made organic Enoki mushrooms a key trend, especially in an era where environmental and health consciousness is on the rise.

Expansion of Functional Food Market: With the expansion of the functional foods and dietary supplements market, Enoki mushrooms, due to their health benefits, have become an important component in functional foods, further increasing market demand.

This report is a detailed and comprehensive analysis for global Enoki Mushroom market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Enoki Mushroom market size and forecasts, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Enoki Mushroom market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Enoki Mushroom market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Enoki Mushroom market shares of main players, shipments in revenue (\$ Million), sales quantity (K MT), and ASP (USD/MT), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Enoki Mushroom

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Enoki Mushroom market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Greenpeace Green Co. (Greenco.), Shanghai Xuerong Biotechnology, Tianshui Zhongxing Bio-technology Co Ltd, Guangdong Xinghe Biotechnology Company Limited, Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA), Huinan Food, Xiangjiang Holdings, Sun-Rain Food Group, Hokto Kinoko, Green Agro Global (GAG), etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Enoki Mushroom market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

White Enoki Mushroom

Golden Enoki Mushroom

Market segment by Application

Household Consumption

Cafeteria Industry

Food Processing Industry

Major players covered

Greenpeace Green Co. (Greenco.)

Shanghai Xuerong Biotechnology

Tianshui Zhongxing Bio-technology Co Ltd

Guangdong Xinghe Biotechnology Company Limited

Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA)

Huinan Food

Xiangjiang Holdings

Sun-Rain Food Group

Hokto Kinoko

Green Agro Global (GAG)

The Mushroom Company (U.S.)

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Enoki Mushroom product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Enoki Mushroom, with price, sales quantity, revenue, and global market share of Enoki Mushroom from 2020 to 2025.

Chapter 3, the Enoki Mushroom competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Enoki Mushroom breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Enoki Mushroom market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Enoki Mushroom.

Chapter 14 and 15, to describe Enoki Mushroom sales channel, distributors, customers, research findings and conclusion.

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