

# Mushroom Market - Forecast from 2026 to 2031

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## Abstracts

Mushroom Market is projected to expand at a 7.52% CAGR, attaining USD 78.05 billion in 2031 from USD 50.524 billion in 2025.

The mushroom market is experiencing significant growth, driven by a fundamental shift in consumer preferences towards health, wellness, and natural ingredients. This trend is underpinned by the mushroom's robust nutritional profile, which positions it as a superior food source for a diverse and increasingly label-conscious consumer base. The core appeal of mushrooms lies in their composition: they are low in cholesterol, fat, salt, and gluten, while simultaneously serving as a rich source of essential elements, including selenium, proteins, vitamins, and minerals. This has made them particularly popular among health-aware consumers and fitness enthusiasts.

A primary growth driver is the expanding global vegan population, which is creating sustained demand for high-protein, plant-based diets. Mushrooms are uniquely positioned to meet this need. Their nutritional value is further enhanced by the presence of four key nutrients—selenium, vitamin D, glutathione, and ergothioneine—which are recognized for their role in reducing oxidative stress and lowering the risk of chronic illnesses such as cancer, heart disease, and dementia. Beyond their vitamin and mineral content, mushrooms offer a potent natural umami flavour. This functional property allows for the reduction of salt content in meals by 30–40%, aligning with broader public health initiatives and fuelling their adoption in product formulation.

Consumer behaviour is increasingly influenced by a preference for clean-label and label-conscious products. This trend extends beyond food into the cosmetics and personal care sectors, where there is growing demand for products formulated with plant extracts over synthetic components. This shift is encouraging personal care and beauty product manufacturers to incorporate botanical ingredients like mushrooms into their formulations, thereby opening a new avenue for market expansion.

In terms of product forms, the fresh mushroom segment has seen significant demand due to a consumer focus on organic and unprocessed foods. While the short shelf life of fresh mushrooms presents a distribution challenge, advancements in technology have mitigated these issues, supporting continued growth in this segment. Concurrently, the utilization of mushroom powder and extract forms by food and cosmetics companies is on the rise, indicating a diversification of applications and product formats.

The retail landscape is also evolving, with online retailers gaining prominence. Consumers are increasingly purchasing fresh produce online due to the convenience and cost advantages. While the current market share of online channels for mushrooms is lower than that of traditional grocery stores, the sector is poised to benefit from the continued growth of e-commerce in the coming years.

Geographically, Europe is anticipated to dominate the mushroom market, with rapidly expanding production and consumption. This growth is fueled by the region's demand for nutrient-dense foods and a growing interest in vegan cuisine and alternatives to animal protein. The use of sophisticated processing techniques by European manufacturers and distributors is expected to boost sales of processed mushroom products, with the dried variety presenting particular commercial potential.

North America is predicted to be a key market shareholder, with growth driven by widespread recognition of the product's health benefits. Key players in the region are focusing on implementing cutting-edge cultivation techniques and strategic mergers and acquisitions to enhance production capacity and maintain market leadership. Government support for agricultural innovation further contributes to the sector's development.

A critical focus for key manufacturers is product innovation and sustainable operations. To appeal to an environmentally conscious clientele and strengthen brand positioning, major firms are increasingly emphasizing sustainable manufacturing. This includes commitments to transitioning to recyclable and reusable packaging and implementing sustainable practices across the entire operational chain, from compost preparation to packaging. This strategic focus on sustainability and continuous product innovation is a central force fueling the ongoing expansion of the global mushroom market.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as

emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

**Competitive Landscape:** Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

**Market Drivers & Future Trends:** Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

**Actionable Recommendations:** Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

**Caters to a Wide Audience:** Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

## Mushrooms Market Segmentation:

### By Type

Button Mushroom

Oyster Mushroom

Shiitake Mushroom

Others

### By Form

Dried

Frozen

Others

### By Distribution Channel

Online

Offline

Supermarket/ Hypermarket

Convenience Stores

### By Application

Food & Beverage

Pharmaceuticals

Personal Care & Cosmetics

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Taiwan

Others

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