

# 2018 Top 5 Enoki Mushroom Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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# **Abstracts**

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Enoki mushrooms are recognized by their almost pure white color and long stems topped with petite, convex caps. They are also grown in bouquets and fitted with a tight collar at their base to encourage the growth of their signature long, thin delicate stems which can grow up to five inches in length. Their texture is tender yet firm with a crunchy bite and mild, reDirectly Edibleing flavor. Wild Enoki mushrooms are significantly different in appearance from the cultivated form as they have larger caps and shorter stems and their coloring is orange to brown.

The biggest growth is expected in the Asian countries. Mushroom consumption in China, Japan and India is quite large. Partly because of the growing focus on healthy and organic foods, demand in these countries will continue to grow. China is the largest market for cultivated mushrooms, accounting for more than 30 percent of the global market. Moreover, demand is on the rise in North America, and South America is also recording an explosive growth. Meanwhile, Africa and the Middle East recorded a reasonable growth.

In the international market, the marketing channels characteristic differ from company to company. The international leading companies prefer setting up factories directly into aimed market, and taking own sales department to expand market. Considering the feature of this product, indirect selling channels composed over 90% share for big players.

Over the next five years, LPI(LP Information) projects that Enoki Mushroom will register a -0.1% CAGR in terms of revenue, reach US\$ 1530 million by 2023, from US\$ 1550 million in 2017.



This report studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

Greenpeace Green Co. (Greenco.)

Shanghai Xuerong Biotechnology Co., Ltd.

Tianshui Zhongxing Bio-technology Co Ltd

Guangdong Xinghe Biotechnology Company Limited

Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA)

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

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

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Wild Type

Cultivated Type

Split by applications, this report focuses on sales, market share and growth rate in each



application, can be divided into

Fresh

Dried

Food Processing Industry

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