

Global Enoki Mushroom Market Growth 2025-2031

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Abstracts

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The global Enoki Mushroom market size is predicted to grow from US\$ 1491 million in 2025 to US\$ 1472 million in 2031; it is expected to grow at a CAGR of -0.2% from 2025 to 2031.

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.

LP Information, Inc. (LPI) ' newest research report, the "Enoki Mushroom Industry Forecast" looks at past sales and reviews total world Enoki Mushroom sales in 2024, providing a comprehensive analysis by region and market sector of projected Enoki Mushroom sales for 2025 through 2031. With Enoki Mushroom sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Enoki Mushroom industry.

This Insight Report provides a comprehensive analysis of the global Enoki Mushroom

landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Enoki Mushroom portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Enoki Mushroom market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Enoki Mushroom and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Enoki Mushroom.

This report presents a comprehensive overview, market shares, and growth opportunities of Enoki Mushroom market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

White Enoki Mushroom

Golden Enoki Mushroom

Segmentation by Application:

Household Consumption

Cafeteria Industry

Food Processing Industry

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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.)

Key Questions Addressed in this Report

What is the 10-year outlook for the global Enoki Mushroom market?

What factors are driving Enoki Mushroom market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Enoki Mushroom market opportunities vary by end market size?

How does Enoki Mushroom break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Enoki Mushroom Annual Sales 2020-2031
 - 2.1.2 World Current & Future Analysis for Enoki Mushroom by Geographic Region, 2020, 2024 & 2031
 - 2.1.3 World Current & Future Analysis for Enoki Mushroom by Country/Region, 2020, 2024 & 2031
- 2.2 Enoki Mushroom Segment by Type
 - 2.2.1 White Enoki Mushroom
 - 2.2.2 Golden Enoki Mushroom
- 2.3 Enoki Mushroom Sales by Type
 - 2.3.1 Global Enoki Mushroom Sales Market Share by Type (2020-2025)
 - 2.3.2 Global Enoki Mushroom Revenue and Market Share by Type (2020-2025)
 - 2.3.3 Global Enoki Mushroom Sale Price by Type (2020-2025)
- 2.4 Enoki Mushroom Segment by Application
 - 2.4.1 Household Consumption
 - 2.4.2 Cafeteria Industry
 - 2.4.3 Food Processing Industry
- 2.5 Enoki Mushroom Sales by Application
 - 2.5.1 Global Enoki Mushroom Sale Market Share by Application (2020-2025)
 - 2.5.2 Global Enoki Mushroom Revenue and Market Share by Application (2020-2025)
 - 2.5.3 Global Enoki Mushroom Sale Price by Application (2020-2025)

3 GLOBAL BY COMPANY

- 3.1 Global Enoki Mushroom Breakdown Data by Company
 - 3.1.1 Global Enoki Mushroom Annual Sales by Company (2020-2025)
 - 3.1.2 Global Enoki Mushroom Sales Market Share by Company (2020-2025)
- 3.2 Global Enoki Mushroom Annual Revenue by Company (2020-2025)
 - 3.2.1 Global Enoki Mushroom Revenue by Company (2020-2025)
 - 3.2.2 Global Enoki Mushroom Revenue Market Share by Company (2020-2025)
- 3.3 Global Enoki Mushroom Sale Price by Company
- 3.4 Key Manufacturers Enoki Mushroom Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Enoki Mushroom Product Location Distribution
 - 3.4.2 Players Enoki Mushroom Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR ENOKI MUSHROOM BY GEOGRAPHIC REGION

- 4.1 World Historic Enoki Mushroom Market Size by Geographic Region (2020-2025)
 - 4.1.1 Global Enoki Mushroom Annual Sales by Geographic Region (2020-2025)
 - 4.1.2 Global Enoki Mushroom Annual Revenue by Geographic Region (2020-2025)
- 4.2 World Historic Enoki Mushroom Market Size by Country/Region (2020-2025)
 - 4.2.1 Global Enoki Mushroom Annual Sales by Country/Region (2020-2025)
 - 4.2.2 Global Enoki Mushroom Annual Revenue by Country/Region (2020-2025)
- 4.3 Americas Enoki Mushroom Sales Growth
- 4.4 APAC Enoki Mushroom Sales Growth
- 4.5 Europe Enoki Mushroom Sales Growth
- 4.6 Middle East & Africa Enoki Mushroom Sales Growth

5 AMERICAS

- 5.1 Americas Enoki Mushroom Sales by Country
 - 5.1.1 Americas Enoki Mushroom Sales by Country (2020-2025)
 - 5.1.2 Americas Enoki Mushroom Revenue by Country (2020-2025)
- 5.2 Americas Enoki Mushroom Sales by Type (2020-2025)
- 5.3 Americas Enoki Mushroom Sales by Application (2020-2025)
- 5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Enoki Mushroom Sales by Region

6.1.1 APAC Enoki Mushroom Sales by Region (2020-2025)

6.1.2 APAC Enoki Mushroom Revenue by Region (2020-2025)

6.2 APAC Enoki Mushroom Sales by Type (2020-2025)

6.3 APAC Enoki Mushroom Sales by Application (2020-2025)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Enoki Mushroom by Country

7.1.1 Europe Enoki Mushroom Sales by Country (2020-2025)

7.1.2 Europe Enoki Mushroom Revenue by Country (2020-2025)

7.2 Europe Enoki Mushroom Sales by Type (2020-2025)

7.3 Europe Enoki Mushroom Sales by Application (2020-2025)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Enoki Mushroom by Country

8.1.1 Middle East & Africa Enoki Mushroom Sales by Country (2020-2025)

8.1.2 Middle East & Africa Enoki Mushroom Revenue by Country (2020-2025)

8.2 Middle East & Africa Enoki Mushroom Sales by Type (2020-2025)

8.3 Middle East & Africa Enoki Mushroom Sales by Application (2020-2025)

- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

- 10.1 Raw Material and Suppliers
- 10.2 Manufacturing Cost Structure Analysis of Enoki Mushroom
- 10.3 Manufacturing Process Analysis of Enoki Mushroom
- 10.4 Industry Chain Structure of Enoki Mushroom

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Enoki Mushroom Distributors
- 11.3 Enoki Mushroom Customer

12 WORLD FORECAST REVIEW FOR ENOKI MUSHROOM BY GEOGRAPHIC REGION

- 12.1 Global Enoki Mushroom Market Size Forecast by Region
 - 12.1.1 Global Enoki Mushroom Forecast by Region (2026-2031)
 - 12.1.2 Global Enoki Mushroom Annual Revenue Forecast by Region (2026-2031)
- 12.2 Americas Forecast by Country (2026-2031)
- 12.3 APAC Forecast by Region (2026-2031)
- 12.4 Europe Forecast by Country (2026-2031)
- 12.5 Middle East & Africa Forecast by Country (2026-2031)
- 12.6 Global Enoki Mushroom Forecast by Type (2026-2031)
- 12.7 Global Enoki Mushroom Forecast by Application (2026-2031)

13 KEY PLAYERS ANALYSIS

13.1 Greenpeace Green Co. (Greenco.)

13.1.1 Greenpeace Green Co. (Greenco.) Company Information

13.1.2 Greenpeace Green Co. (Greenco.) Enoki Mushroom Product Portfolios and Specifications

13.1.3 Greenpeace Green Co. (Greenco.) Enoki Mushroom Sales, Revenue, Price and Gross Margin (2020-2025)

13.1.4 Greenpeace Green Co. (Greenco.) Main Business Overview

13.1.5 Greenpeace Green Co. (Greenco.) Latest Developments

13.2 Shanghai Xuerong Biotechnology

13.2.1 Shanghai Xuerong Biotechnology Company Information

13.2.2 Shanghai Xuerong Biotechnology Enoki Mushroom Product Portfolios and Specifications

13.2.3 Shanghai Xuerong Biotechnology Enoki Mushroom Sales, Revenue, Price and Gross Margin (2020-2025)

13.2.4 Shanghai Xuerong Biotechnology Main Business Overview

13.2.5 Shanghai Xuerong Biotechnology Latest Developments

13.3 Tianshui Zhongxing Bio-technology Co Ltd

13.3.1 Tianshui Zhongxing Bio-technology Co Ltd Company Information

13.3.2 Tianshui Zhongxing Bio-technology Co Ltd Enoki Mushroom Product Portfolios and Specifications

13.3.3 Tianshui Zhongxing Bio-technology Co Ltd Enoki Mushroom Sales, Revenue, Price and Gross Margin (2020-2025)

13.3.4 Tianshui Zhongxing Bio-technology Co Ltd Main Business Overview

13.3.5 Tianshui Zhongxing Bio-technology Co Ltd Latest Developments

13.4 Guangdong Xinghe Biotechnology Company Limited

13.4.1 Guangdong Xinghe Biotechnology Company Limited Company Information

13.4.2 Guangdong Xinghe Biotechnology Company Limited Enoki Mushroom Product Portfolios and Specifications

13.4.3 Guangdong Xinghe Biotechnology Company Limited Enoki Mushroom Sales, Revenue, Price and Gross Margin (2020-2025)

13.4.4 Guangdong Xinghe Biotechnology Company Limited Main Business Overview

13.4.5 Guangdong Xinghe Biotechnology Company Limited Latest Developments

13.5 Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA)

13.5.1 Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA) Company Information

13.5.2 Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA) Enoki

Mushroom Product Portfolios and Specifications

13.5.3 Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA) Enoki Mushroom Sales, Revenue, Price and Gross Margin (2020-2025)

13.5.4 Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA) Main Business Overview

13.5.5 Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA) Latest Developments

13.6 Huinan Food

13.6.1 Huinan Food Company Information

13.6.2 Huinan Food Enoki Mushroom Product Portfolios and Specifications

13.6.3 Huinan Food Enoki Mushroom Sales, Revenue, Price and Gross Margin (2020-2025)

13.6.4 Huinan Food Main Business Overview

13.6.5 Huinan Food Latest Developments

13.7 Xiangjiang Holdings

13.7.1 Xiangjiang Holdings Company Information

13.7.2 Xiangjiang Holdings Enoki Mushroom Product Portfolios and Specifications

13.7.3 Xiangjiang Holdings Enoki Mushroom Sales, Revenue, Price and Gross Margin (2020-2025)

13.7.4 Xiangjiang Holdings Main Business Overview

13.7.5 Xiangjiang Holdings Latest Developments

13.8 Sun-Rain Food Group

13.8.1 Sun-Rain Food Group Company Information

13.8.2 Sun-Rain Food Group Enoki Mushroom Product Portfolios and Specifications

13.8.3 Sun-Rain Food Group Enoki Mushroom Sales, Revenue, Price and Gross Margin (2020-2025)

13.8.4 Sun-Rain Food Group Main Business Overview

13.8.5 Sun-Rain Food Group Latest Developments

13.9 Hokto Kinoko

13.9.1 Hokto Kinoko Company Information

13.9.2 Hokto Kinoko Enoki Mushroom Product Portfolios and Specifications

13.9.3 Hokto Kinoko Enoki Mushroom Sales, Revenue, Price and Gross Margin (2020-2025)

13.9.4 Hokto Kinoko Main Business Overview

13.9.5 Hokto Kinoko Latest Developments

13.10 Green Agro Global (GAG)

13.10.1 Green Agro Global (GAG) Company Information

13.10.2 Green Agro Global (GAG) Enoki Mushroom Product Portfolios and Specifications

13.10.3 Green Agro Global (GAG) Enoki Mushroom Sales, Revenue, Price and Gross Margin (2020-2025)

13.10.4 Green Agro Global (GAG) Main Business Overview

13.10.5 Green Agro Global (GAG) Latest Developments

13.11 The Mushroom Company (U.S.)

13.11.1 The Mushroom Company (U.S.) Company Information

13.11.2 The Mushroom Company (U.S.) Enoki Mushroom Product Portfolios and Specifications

13.11.3 The Mushroom Company (U.S.) Enoki Mushroom Sales, Revenue, Price and Gross Margin (2020-2025)

13.11.4 The Mushroom Company (U.S.) Main Business Overview

13.11.5 The Mushroom Company (U.S.) Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Enoki Mushroom Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & (\$ millions)

Table 2. Enoki Mushroom Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & (\$ millions)

Table 3. Major Players of White Enoki Mushroom

Table 4. Major Players of Golden Enoki Mushroom

Table 5. Global Enoki Mushroom Sales by Type (2020-2025) & (K MT)

Table 6. Global Enoki Mushroom Sales Market Share by Type (2020-2025)

Table 7. Global Enoki Mushroom Revenue by Type (2020-2025) & (\$ million)

Table 8. Global Enoki Mushroom Revenue Market Share by Type (2020-2025)

Table 9. Global Enoki Mushroom Sale Price by Type (2020-2025) & (USD/MT)

Table 10. Global Enoki Mushroom Sale by Application (2020-2025) & (K MT)

Table 11. Global Enoki Mushroom Sale Market Share by Application (2020-2025)

Table 12. Global Enoki Mushroom Revenue by Application (2020-2025) & (\$ million)

Table 13. Global Enoki Mushroom Revenue Market Share by Application (2020-2025)

Table 14. Global Enoki Mushroom Sale Price by Application (2020-2025) & (USD/MT)

Table 15. Global Enoki Mushroom Sales by Company (2020-2025) & (K MT)

Table 16. Global Enoki Mushroom Sales Market Share by Company (2020-2025)

Table 17. Global Enoki Mushroom Revenue by Company (2020-2025) & (\$ millions)

Table 18. Global Enoki Mushroom Revenue Market Share by Company (2020-2025)

Table 19. Global Enoki Mushroom Sale Price by Company (2020-2025) & (USD/MT)

Table 20. Key Manufacturers Enoki Mushroom Producing Area Distribution and Sales Area

Table 21. Players Enoki Mushroom Products Offered

Table 22. Enoki Mushroom Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)

Table 23. New Products and Potential Entrants

Table 24. Market M&A Activity & Strategy

Table 25. Global Enoki Mushroom Sales by Geographic Region (2020-2025) & (K MT)

Table 26. Global Enoki Mushroom Sales Market Share Geographic Region (2020-2025)

Table 27. Global Enoki Mushroom Revenue by Geographic Region (2020-2025) & (\$ millions)

Table 28. Global Enoki Mushroom Revenue Market Share by Geographic Region (2020-2025)

Table 29. Global Enoki Mushroom Sales by Country/Region (2020-2025) & (K MT)

Table 30. Global Enoki Mushroom Sales Market Share by Country/Region (2020-2025)

Table 31. Global Enoki Mushroom Revenue by Country/Region (2020-2025) & (\$ millions)

Table 32. Global Enoki Mushroom Revenue Market Share by Country/Region (2020-2025)

Table 33. Americas Enoki Mushroom Sales by Country (2020-2025) & (K MT)

Table 34. Americas Enoki Mushroom Sales Market Share by Country (2020-2025)

Table 35. Americas Enoki Mushroom Revenue by Country (2020-2025) & (\$ millions)

Table 36. Americas Enoki Mushroom Sales by Type (2020-2025) & (K MT)

Table 37. Americas Enoki Mushroom Sales by Application (2020-2025) & (K MT)

Table 38. APAC Enoki Mushroom Sales by Region (2020-2025) & (K MT)

Table 39. APAC Enoki Mushroom Sales Market Share by Region (2020-2025)

Table 40. APAC Enoki Mushroom Revenue by Region (2020-2025) & (\$ millions)

Table 41. APAC Enoki Mushroom Sales by Type (2020-2025) & (K MT)

Table 42. APAC Enoki Mushroom Sales by Application (2020-2025) & (K MT)

Table 43. Europe Enoki Mushroom Sales by Country (2020-2025) & (K MT)

Table 44. Europe Enoki Mushroom Revenue by Country (2020-2025) & (\$ millions)

Table 45. Europe Enoki Mushroom Sales by Type (2020-2025) & (K MT)

Table 46. Europe Enoki Mushroom Sales by Application (2020-2025) & (K MT)

Table 47. Middle East & Africa Enoki Mushroom Sales by Country (2020-2025) & (K MT)

Table 48. Middle East & Africa Enoki Mushroom Revenue Market Share by Country (2020-2025)

Table 49. Middle East & Africa Enoki Mushroom Sales by Type (2020-2025) & (K MT)

Table 50. Middle East & Africa Enoki Mushroom Sales by Application (2020-2025) & (K MT)

Table 51. Key Market Drivers & Growth Opportunities of Enoki Mushroom

Table 52. Key Market Challenges & Risks of Enoki Mushroom

Table 53. Key Industry Trends of Enoki Mushroom

Table 54. Enoki Mushroom Raw Material

Table 55. Key Suppliers of Raw Materials

Table 56. Enoki Mushroom Distributors List

Table 57. Enoki Mushroom Customer List

Table 58. Global Enoki Mushroom Sales Forecast by Region (2026-2031) & (K MT)

Table 59. Global Enoki Mushroom Revenue Forecast by Region (2026-2031) & (\$ millions)

Table 60. Americas Enoki Mushroom Sales Forecast by Country (2026-2031) & (K MT)

Table 61. Americas Enoki Mushroom Annual Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 62. APAC Enoki Mushroom Sales Forecast by Region (2026-2031) & (K MT)

Table 63. APAC Enoki Mushroom Annual Revenue Forecast by Region (2026-2031) & (\$ millions)

Table 64. Europe Enoki Mushroom Sales Forecast by Country (2026-2031) & (K MT)

Table 65. Europe Enoki Mushroom Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 66. Middle East & Africa Enoki Mushroom Sales Forecast by Country (2026-2031) & (K MT)

Table 67. Middle East & Africa Enoki Mushroom Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 68. Global Enoki Mushroom Sales Forecast by Type (2026-2031) & (K MT)

Table 69. Global Enoki Mushroom Revenue Forecast by Type (2026-2031) & (\$ millions)

Table 70. Global Enoki Mushroom Sales Forecast by Application (2026-2031) & (K MT)

Table 71. Global Enoki Mushroom Revenue Forecast by Application (2026-2031) & (\$ millions)

Table 72. Greenpeace Green Co. (Greenco.) Basic Information, Enoki Mushroom Manufacturing Base, Sales Area and Its Competitors

Table 73. Greenpeace Green Co. (Greenco.) Enoki Mushroom Product Portfolios and Specifications

Table 74. Greenpeace Green Co. (Greenco.) Enoki Mushroom Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 75. Greenpeace Green Co. (Greenco.) Main Business

Table 76. Greenpeace Green Co. (Greenco.) Latest Developments

Table 77. Shanghai Xuerong Biotechnology Basic Information, Enoki Mushroom Manufacturing Base, Sales Area and Its Competitors

Table 78. Shanghai Xuerong Biotechnology Enoki Mushroom Product Portfolios and Specifications

Table 79. Shanghai Xuerong Biotechnology Enoki Mushroom Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 80. Shanghai Xuerong Biotechnology Main Business

Table 81. Shanghai Xuerong Biotechnology Latest Developments

Table 82. Tianshui Zhongxing Bio-technology Co Ltd Basic Information, Enoki Mushroom Manufacturing Base, Sales Area and Its Competitors

Table 83. Tianshui Zhongxing Bio-technology Co Ltd Enoki Mushroom Product Portfolios and Specifications

Table 84. Tianshui Zhongxing Bio-technology Co Ltd Enoki Mushroom Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 85. Tianshui Zhongxing Bio-technology Co Ltd Main Business

Table 86. Tianshui Zhongxing Bio-technology Co Ltd Latest Developments

Table 87. Guangdong Xinghe Biotechnology Company Limited Basic Information, Enoki Mushroom Manufacturing Base, Sales Area and Its Competitors

Table 88. Guangdong Xinghe Biotechnology Company Limited Enoki Mushroom Product Portfolios and Specifications

Table 89. Guangdong Xinghe Biotechnology Company Limited Enoki Mushroom Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 90. Guangdong Xinghe Biotechnology Company Limited Main Business

Table 91. Guangdong Xinghe Biotechnology Company Limited Latest Developments

Table 92. Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA) Basic Information, Enoki Mushroom Manufacturing Base, Sales Area and Its Competitors

Table 93. Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA) Enoki Mushroom Product Portfolios and Specifications

Table 94. Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA) Enoki Mushroom Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 95. Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA) Main Business

Table 96. Hampyeong Chon Ji Mushroom Agricultural Union Corporation (HCMA) Latest Developments

Table 97. Huinan Food Basic Information, Enoki Mushroom Manufacturing Base, Sales Area and Its Competitors

Table 98. Huinan Food Enoki Mushroom Product Portfolios and Specifications

Table 99. Huinan Food Enoki Mushroom Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 100. Huinan Food Main Business

Table 101. Huinan Food Latest Developments

Table 102. Xiangjiang Holdings Basic Information, Enoki Mushroom Manufacturing Base, Sales Area and Its Competitors

Table 103. Xiangjiang Holdings Enoki Mushroom Product Portfolios and Specifications

Table 104. Xiangjiang Holdings Enoki Mushroom Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 105. Xiangjiang Holdings Main Business

Table 106. Xiangjiang Holdings Latest Developments

Table 107. Sun-Rain Food Group Basic Information, Enoki Mushroom Manufacturing Base, Sales Area and Its Competitors

Table 108. Sun-Rain Food Group Enoki Mushroom Product Portfolios and Specifications

Table 109. Sun-Rain Food Group Enoki Mushroom Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 110. Sun-Rain Food Group Main Business

Table 111. Sun-Rain Food Group Latest Developments

Table 112. Hokto Kinoko Basic Information, Enoki Mushroom Manufacturing Base, Sales Area and Its Competitors

Table 113. Hokto Kinoko Enoki Mushroom Product Portfolios and Specifications

Table 114. Hokto Kinoko Enoki Mushroom Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 115. Hokto Kinoko Main Business

Table 116. Hokto Kinoko Latest Developments

Table 117. Green Agro Global (GAG) Basic Information, Enoki Mushroom Manufacturing Base, Sales Area and Its Competitors

Table 118. Green Agro Global (GAG) Enoki Mushroom Product Portfolios and Specifications

Table 119. Green Agro Global (GAG) Enoki Mushroom Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 120. Green Agro Global (GAG) Main Business

Table 121. Green Agro Global (GAG) Latest Developments

Table 122. The Mushroom Company (U.S.) Basic Information, Enoki Mushroom Manufacturing Base, Sales Area and Its Competitors

Table 123. The Mushroom Company (U.S.) Enoki Mushroom Product Portfolios and Specifications

Table 124. The Mushroom Company (U.S.) Enoki Mushroom Sales (K MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 125. The Mushroom Company (U.S.) Main Business

Table 126. The Mushroom Company (U.S.) Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Picture of Enoki Mushroom

Figure 2. Enoki Mushroom Report Years Considered

Figure 3. Research Objectives

Figure 4. Research Methodology

Figure 5. Research Process and Data Source

Figure 6. Global Enoki Mushroom Sales Growth Rate 2020-2031 (K MT)

Figure 7. Global Enoki Mushroom Revenue Growth Rate 2020-2031 (\$ millions)

Figure 8. Enoki Mushroom Sales by Geographic Region (2020, 2024 & 2031) & (\$ millions)

Figure 9. Enoki Mushroom Sales Market Share by Country/Region (2024)

Figure 10. Enoki Mushroom Sales Market Share by Country/Region (2020, 2024 & 2031)

Figure 11. Product Picture of White Enoki Mushroom

Figure 12. Product Picture of Golden Enoki Mushroom

Figure 13. Global Enoki Mushroom Sales Market Share by Type in 2025

Figure 14. Global Enoki Mushroom Revenue Market Share by Type (2020-2025)

Figure 15. Enoki Mushroom Consumed in Household Consumption

Figure 16. Global Enoki Mushroom Market: Household Consumption (2020-2025) & (K MT)

Figure 17. Enoki Mushroom Consumed in Cafeteria Industry

Figure 18. Global Enoki Mushroom Market: Cafeteria Industry (2020-2025) & (K MT)

Figure 19. Enoki Mushroom Consumed in Food Processing Industry

Figure 20. Global Enoki Mushroom Market: Food Processing Industry (2020-2025) & (K MT)

Figure 21. Global Enoki Mushroom Sale Market Share by Application (2024)

Figure 22. Global Enoki Mushroom Revenue Market Share by Application in 2025

Figure 23. Enoki Mushroom Sales by Company in 2025 (K MT)

Figure 24. Global Enoki Mushroom Sales Market Share by Company in 2025

Figure 25. Enoki Mushroom Revenue by Company in 2025 (\$ millions)

Figure 26. Global Enoki Mushroom Revenue Market Share by Company in 2025

Figure 27. Global Enoki Mushroom Sales Market Share by Geographic Region (2020-2025)

Figure 28. Global Enoki Mushroom Revenue Market Share by Geographic Region in 2025

Figure 29. Americas Enoki Mushroom Sales 2020-2025 (K MT)

- Figure 30. Americas Enoki Mushroom Revenue 2020-2025 (\$ millions)
- Figure 31. APAC Enoki Mushroom Sales 2020-2025 (K MT)
- Figure 32. APAC Enoki Mushroom Revenue 2020-2025 (\$ millions)
- Figure 33. Europe Enoki Mushroom Sales 2020-2025 (K MT)
- Figure 34. Europe Enoki Mushroom Revenue 2020-2025 (\$ millions)
- Figure 35. Middle East & Africa Enoki Mushroom Sales 2020-2025 (K MT)
- Figure 36. Middle East & Africa Enoki Mushroom Revenue 2020-2025 (\$ millions)
- Figure 37. Americas Enoki Mushroom Sales Market Share by Country in 2025
- Figure 38. Americas Enoki Mushroom Revenue Market Share by Country (2020-2025)
- Figure 39. Americas Enoki Mushroom Sales Market Share by Type (2020-2025)
- Figure 40. Americas Enoki Mushroom Sales Market Share by Application (2020-2025)
- Figure 41. United States Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 42. Canada Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 43. Mexico Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 44. Brazil Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 45. APAC Enoki Mushroom Sales Market Share by Region in 2025
- Figure 46. APAC Enoki Mushroom Revenue Market Share by Region (2020-2025)
- Figure 47. APAC Enoki Mushroom Sales Market Share by Type (2020-2025)
- Figure 48. APAC Enoki Mushroom Sales Market Share by Application (2020-2025)
- Figure 49. China Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 50. Japan Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 51. South Korea Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 52. Southeast Asia Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 53. India Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 54. Australia Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 55. China Taiwan Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 56. Europe Enoki Mushroom Sales Market Share by Country in 2025
- Figure 57. Europe Enoki Mushroom Revenue Market Share by Country (2020-2025)
- Figure 58. Europe Enoki Mushroom Sales Market Share by Type (2020-2025)
- Figure 59. Europe Enoki Mushroom Sales Market Share by Application (2020-2025)
- Figure 60. Germany Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 61. France Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 62. UK Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 63. Italy Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 64. Russia Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)
- Figure 65. Middle East & Africa Enoki Mushroom Sales Market Share by Country (2020-2025)
- Figure 66. Middle East & Africa Enoki Mushroom Sales Market Share by Type (2020-2025)

Figure 67. Middle East & Africa Enoki Mushroom Sales Market Share by Application (2020-2025)

Figure 68. Egypt Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)

Figure 69. South Africa Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)

Figure 70. Israel Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)

Figure 71. Turkey Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)

Figure 72. GCC Countries Enoki Mushroom Revenue Growth 2020-2025 (\$ millions)

Figure 73. Manufacturing Cost Structure Analysis of Enoki Mushroom in 2025

Figure 74. Manufacturing Process Analysis of Enoki Mushroom

Figure 75. Industry Chain Structure of Enoki Mushroom

Figure 76. Channels of Distribution

Figure 77. Global Enoki Mushroom Sales Market Forecast by Region (2026-2031)

Figure 78. Global Enoki Mushroom Revenue Market Share Forecast by Region (2026-2031)

Figure 79. Global Enoki Mushroom Sales Market Share Forecast by Type (2026-2031)

Figure 80. Global Enoki Mushroom Revenue Market Share Forecast by Type (2026-2031)

Figure 81. Global Enoki Mushroom Sales Market Share Forecast by Application (2026-2031)

Figure 82. Global Enoki Mushroom Revenue Market Share Forecast by Application (2026-2031)

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