

# **Mushroom Market by Type (Button, Shiitake, and Oyster), by Application (Fresh Mushrooms and Processed Mushrooms (Dried, Frozen, and Canned)), & by Region - Global Trends & Forecast to 2019**

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## **Abstracts**

The mushroom market has grown exponentially in the last few years and this trend is projected to continue. The market was valued at \$29, 427.92 million in 2013; and at a CAGR of 9.5% from 2014, it is projected to reach \$50, 034.12 million by 2019. The market is being driven by the rise in consumption of processed food, rise in consumer awareness about health and wellness, cultivation being a promising and profitable business, and continuous R&D and innovations to expand applicability and accelerate growth. On the other hand, limited shelf-life is the major challenge faced by the mushroom market.

Europe accounted for the largest share of the mushroom market in 2013 and is projected to grow at the highest CAGR of 10.8% between 2014 and 2019. The market in the Asia-Pacific region is projected to be the second-largest in the next five years. These regions are projected to be emerging revenue-generating pockets for market players. The shiitake mushroom market is projected to be the fastest-growing in the next five years, followed by button mushrooms. Processed mushrooms accounted for more than half of the global mushroom market in 2013.

In this report, the mushroom market has broadly been segmented on the basis of types, applications, and regions. The mushroom market is marked with intense competition due to the presence of a large number of both large- and small-scale firms. Expansions, acquisitions, agreements, and new product developments are the key strategies adopted by market players in order to ensure their growth in the market. The market was dominated by players such as Costa Pty Ltd. (Australia), Phillips Mushroom Farms,

Inc. (U.S.), Shanghai FINC Bio-Tech Inc. (China), and Bonduelle Fresh Europe (France) in terms of developments between 2010 and 2014.

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## About

Mushroom Market report has estimated the size of the market for mushroom in terms of value (\$million). In this report, the market has broadly been segmented on the basis of types, applications, and regions. Market drivers, restraints, opportunities, and challenges; and raw material and product price trends have been discussed in detail.

The market has been segmented on the basis of major regions such as North America, Europe, Asia-Pacific, and Rest of the World (RoW); and their value has been projected. The size of the markets in the key countries have also been covered and projected for each region. The market has further been segmented on the basis of application and type, and their size has been projected.

Mushrooms are spongy, fleshy, porous, and fruity parts of a fungus, and are mostly grouped as vegetables. Due to increased recognition of its medicinal and nutritional values, coupled with the realization of the income generating potential of fungi through trade, the demand for mushrooms has been on the rise. The edibility of mushrooms depends on the absence of poisonous content and its desirable taste and aroma. Being a rich source of nutrition and being fat-, cholesterol-, and gluten-free, and very low in sodium content; mushrooms are gaining popularity among health-conscious consumers. The global market for mushrooms was valued at \$29,427.92 million in 2013. This market is projected to grow at a CAGR of 9.5% from 2014 to reach \$50,034.12 million by 2019. Europe dominated the market in 2013, and is projected to be the fastest-growing market for mushrooms between 2014 and 2019, followed by the Asia-Pacific region.

The total number of edible and medicinal fungi is over 2,300 species. Cultivated mushrooms have become popular with over 200 genera of useful macro fungi in the world. The most common ones that are produced and consumed are button mushrooms (*Agaricus bisporus*), shiitake mushrooms (*Lentinula edodes*), and oyster mushrooms (*Pleurotus* spp.) and accounted for nearly 76% of the global mushroom market size in 2013.

Button mushrooms were the first mushrooms to be commercially exploited on an industrial scale and hence are more popular than other types. The button mushrooms segment contributed around 36.1% to the total mushroom market in 2013. In the U.S. and Europe, a major contribution towards mushroom production is seen for white button mushroom. In Asian countries, the scenario is different and other species are also

cultivated commercially. The global demand for shiitake mushrooms has placed its market size (volume and value) second only to that of button mushrooms. Shiitake mushrooms are specialty mushrooms and are popular in the U.S. and in Western European countries.

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