

Mushroom-Based Meat Alternatives Market Forecasts to 2032 – Global Analysis By Mushroom Species (Shiitake, Oyster, Portobello/Button, Reishi/Lion’s Mane/Myco-Protein/Mycelium-Based, and Other Species), Form (Burgers & Patties, Ground Meat/Mince, Sausages & Hot Dogs, Nuggets/Strips/Fillets, Meatballs, and Other Formulations), Category, Distribution Channel, End User, and By Geography

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Abstracts

According to Statistics MRC, the Global Mushroom-Based Meat Alternatives Market is accounted for \$2.6 billion in 2025 and is expected to reach \$5.3 billion by 2032 growing at a CAGR of 10.5% during the forecast period. Mushroom-based meat alternatives are plant-derived products made primarily from mushrooms, particularly varieties like oyster, shiitake, or mycelium, to replicate the texture, taste, and nutritional profile of animal meat. These products are rich in protein, fiber, and umami flavor, offering a sustainable and health-conscious alternative to conventional meat. The global market for mushroom-based meat alternatives is experiencing robust growth, driven by increasing consumer demand for plant-based diets, environmental sustainability concerns, and advancements in food processing technologies.

According to the Good Food Institute, global retail sales of mushroom-based meat alternatives grew by 24% in 2023 as plant-based protein adoption accelerated.

Market Dynamics:

Driver:

Health benefits of mushrooms

Consumers increasingly prefer mushroom-based meat alternatives because mushrooms offer fiber, B vitamins, minerals, antioxidants, and umami compounds that enhance flavor while lowering saturated fat intake. Producers emphasise these nutritional strengths to appeal to health-conscious and flexitarian shoppers seeking cleaner labels and functional benefits. Moreover, mushrooms' fibrous structure and mycelial properties can mimic meat texture, aiding product development. As research highlights positive health associations and ingredient suppliers optimise processing, mushroom-based products gain credibility and traction among nutrition-focused buyers and R&D teams alike in global markets broadly.

Restraint:

Competition from other plant-based proteins

The mushroom-based segment faces strong competition from established plant proteins such as soy, pea, and wheat gluten, which benefit from scale economies, lower ingredient costs, and mature supply chains. Buyers and manufacturers often default to these familiar proteins for consistent functionality and cost efficiency, making it harder for pure mushroom formulations to achieve price parity. Moreover, entrenched brands and extensive ingredient libraries give rival alternatives an advantage in product development.

Opportunity:

Blends with other plant proteins to improve taste and nutrition

Combining mushrooms with other plant proteins such as pea, soy, or fava offers manufacturers a practical path to improve sensory attributes and nutritional profiles while controlling costs. Hybrid formulations leverage mushrooms' natural umami to enhance savory character and reduce reliance on texturizers or flavor enhancers, producing juicier, more meat-like products. Additionally, blending can optimise amino-acid balance and reduce price-per-unit, making products more competitive across retail and foodservice. Strategic partnerships between ingredient suppliers and brands accelerate innovation and commercialization.

Threat:

Price sensitivity compared to conventional meat

Despite growing interest, mushroom-based alternatives can cost more than conventional meat, creating a price-sensitive barrier for mainstream consumers. Higher processing costs, novel ingredient premiums, and limited scale contribute to elevated retail prices that challenge adoption among value-focused shoppers. Additionally, fluctuating raw-material supplies and premium positioning can narrow margins for manufacturers and constrain promotional strategies.

Covid-19 Impact:

The pandemic disrupted supply chains and foodservice demand while accelerating consumer interest in alternative proteins. Lockdowns and remote work increased home cooking and online grocery purchases, creating trial opportunities for mushroom-based products. Short-term ingredient sourcing and production challenges occurred, but longer-term shifts toward health, sustainability, and resilient supply chains supported market growth. Manufacturers responded by expanding e-commerce channels, reformulating for shelf stability, and partnering with retailers to secure listings and sustain momentum beyond pandemic-driven trials.

The burgers & patties segment is expected to be the largest during the forecast period

The burgers & patties segment is expected to account for the largest market share during the forecast period because its format aligns with mainstream eating habits and supply chains. Manufacturers can scale production, standardise portion sizes, and meet foodservice speed requirements while offering plant-forward options. Retail promotions, bundled meal solutions, and product innovation such as crisp coatings or grill-mark textures drive repeat purchases. Additionally, marketing that highlights protein, flavor, and sustainability resonates with flexitarian consumers, enabling burgers and patties to command a share of mushroom-based product sales.

The refrigerated segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the refrigerated segment is predicted to witness the highest growth rate as consumer demand shifts toward fresher, minimally processed alternatives. Retailers are expanding chilled plant-protein assortments and offering

sampling programs that increase trial. Foodservice operators also prefer refrigerated options for ease of prep and better texture retention. Moreover, logistics partners are improving cold-chain reach in urban and suburban markets, lowering entry barriers for producers. Combined, these forces enable faster commercialisation, stronger margins, and quicker retail assortment growth for mushroom-based refrigerated items.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share because of high consumer awareness, widespread retail infrastructure, and strong foodservice demand for plant-based options. Advanced cold-chain logistics, well-established ingredient suppliers, and substantial R&D investments enable rapid product development and scale-up. Additionally, favourable regulatory frameworks and significant venture funding support startups commercialising mushroom-based innovations. Marketing channels, celebrity endorsements, and flexitarian trends further accelerate mainstream acceptance, securing North America's lead in sales, distribution, and category visibility across retail formats broadly.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rising incomes, expanding middle classes, and growing urbanisation that increase demand for convenient protein alternatives. Smartphone penetration and e-commerce growth make new products accessible to wide audiences, while local startups adapt mushroom formulations to regional tastes. Government initiatives supporting food innovation and private investment fuel product launches. Moreover, affordability improvements, retail modernisation, and partnerships with foodservice chains accelerate trial and repeat purchase, producing rapid growth from smaller base.

Key players in the market

Some of the key players in Mushroom-Based Meat Alternatives Market include Quorn Foods, Nature's Fynd, ENOUGH, The Better Meat Co., The Protein Brewery, Prime Roots, MycoTechnology, Mycorena, Aqua Cultured Foods, Mush Foods, MyForest Foods, Bosque Foods, Meati Foods, Mushlabs, Fable Food Co., The Mushroom Meat Co., Pan's Mushroom Jerky, Black Sheep Foods, Forte Protein, and Rebellious Foods.

Key Developments:

In September 2025, Quorn released new Garlic & Mushroom Escalopes made with its proprietary *Fusarium venenatum* mycoprotein and real mushrooms.

In September 2025, The Protein Brewery announced a €30 million Series B funding round to scale production of its Fermotein® fungi-based protein.

In May 2025, Nature's Fynd announced the world's first fungi-based yogurt made with its Fy™ nutritional fungi protein, launched nationally at Whole Foods Market.

In February 2024, MyForest Foods announced expansion of its flagship mycelium product MyBacon into the North-Eastern region of Whole Foods Market (availability in additional stores).

Mushroom Species Covered:

Shiitake (*Lentinus edodes*)

Oyster (*Pleurotus* spp.)

Portobello/Button (*Agaricus bisporus*)

Reishi/Lion's Mane (Myco-Protein/Mycelium-Based)

Other Species

Forms Covered:

Burgers & Patties

Ground Meat/Mince

Sausages & Hot Dogs

Nuggets, Strips, & Fillets

Meatballs

Other Formulations

Categories Covered:

Frozen

Refrigerated

Shelf-Stable

Distribution Channels Covered:

B2C (Business-to-Consumer)

B2B (Business-to-Business)

End Users Covered:

Vegan/Vegetarian

Flexitarian

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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