

Mushroom-Based Products Market Forecasts to 2032 – Global Analysis By Product (Fresh Mushrooms, Processed Mushrooms, Mushroom-Based Snacks, Functional Foods & Supplements and Mushroom Extracts & Powders), Mushroom Species, Category, Form, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Mushroom-Based Products Market is accounted for \$4.8 billion in 2025 and is expected to reach \$10.6 billion by 2032 growing at a CAGR of 12.1% during the forecast period. Mushroom-based products include a wide range of foods, supplements, beverages, and functional ingredients made from edible or medicinal mushrooms. These products draw on the long-standing tradition of using mushrooms for nourishment and healing, while embracing modern processing to create powders, extracts, snacks, blends, and meat alternatives. They are valued for their natural umami flavor, high nutrient density, and bioactive compounds that support immunity, energy, and overall wellness. From culinary staples to innovative functional foods, mushroom-based products bridge heritage and science, offering consumers clean, sustainable options that align with both ancient dietary wisdom and today's health-focused lifestyles.

Market Dynamics:

Driver:

Rising Veganism & Plant-Based Diets

Rising veganism and the growing popularity of plant-based diets are key drivers of the mushroom-based products market. Consumers increasingly seek sustainable, nutrient-rich alternatives to meat, and mushrooms provide an ideal solution with their natural umami flavor, protein content, and health benefits. Mushroom-based meat substitutes, snacks, and beverages align with ethical and environmental concerns while catering to health-conscious lifestyles. This shift toward plant-based consumption continues to accelerate demand, positioning mushrooms as a cornerstone of the global clean-label food movement.

Restraint:

Supply Chain Challenges

Supply chain challenges act as a restraint in the mushroom-based products market. Mushrooms are highly perishable, requiring specialized storage and transportation systems to maintain quality. Seasonal variations, labor shortages, and disruptions in logistics further complicate availability. Smaller producers often struggle to meet rising demand due to limited infrastructure, while global trade faces tariff and regulatory hurdles. These challenges increase costs and reduce consistency, limiting accessibility in certain regions.

Opportunity:

Advances in Cultivation & Processing

An advance in cultivation and processing technologies presents significant opportunities for the mushroom-based products market. Innovations such as controlled environment farming, vertical cultivation, and biotechnology enhance yield, quality, and sustainability. Modern processing methods create diverse product formats, including powders, extracts, and fortified foods, expanding applications in culinary and functional markets. These advancements also reduce waste and improve shelf life, making mushroom-based products more accessible globally.

Threat:

High Production Costs

High production costs remain a threat to the mushroom-based products market. Cultivation requires controlled environments, specialized equipment, and skilled labor,

all of which increase expenses. Processing mushrooms into powders, extracts, or nutraceuticals adds further costs, limiting affordability for average consumers. Smaller producers often face financial barriers to scaling operations, while premium pricing restricts adoption in cost-sensitive regions. Without cost-effective solutions, market penetration may remain uneven.

Covid-19 Impact:

The Covid-19 pandemic had mixed effects on the mushroom-based products market. Initially, supply chain disruptions and reduced consumer spending slowed growth. However rising health awareness during the pandemic boosted demand for immune-supportive foods and supplements, which positions mushrooms as a preferred choice. Consumers increasingly turned to functional products such as mushroom powders and nutraceuticals to enhance wellness. The pandemic accelerated digital sales channels and broadened awareness of plant-based nutrition, reinforcing mushrooms' role in preventive health.

The portobello segment is expected to be the largest during the forecast period

The portobello segment is expected to account for the largest market share during the forecast period, due to its meaty texture and rich flavor, portobello mushrooms are widely used in culinary applications as a plant-based meat substitute. Their versatility in burgers, sandwiches, and gourmet dishes makes them highly popular among consumers adopting vegan and flexitarian diets. With strong demand in both foodservice and retail channels, portobello mushrooms dominate market revenues, ensuring their position as the leading product category during the forecast period.

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

Over the forecast period, the nutraceuticals segment is predicted to witness the highest growth rate, due to focus on preventive healthcare and functional foods drives demand for mushroom-based supplements and extracts. Rich in bioactive compounds, mushrooms support immunity, energy, and cognitive health, making them ideal for nutraceutical applications. Advances in processing enable the development of capsules, powders, and beverages tailored to wellness needs. As health-conscious lifestyles expand globally, nutraceuticals emerge as the fastest-growing segment, reshaping the role of mushrooms in modern nutrition.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, as countries such as China, India, and Japan have long traditions of mushroom consumption, both culinary and medicinal. Rising urbanization, growing disposable incomes and expanding awareness of plant-based nutrition further fuel demand. Local production capabilities and strong cultural acceptance of mushrooms support widespread adoption. With increasing applications in food, beverages, and supplements, Asia Pacific remains the dominant regional contributor, leveraging heritage and modern innovation to sustain leadership.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to region benefits from strong consumer interest in plant-based diets, functional foods, and sustainable nutrition. Rising demand for meat alternatives, coupled with growing awareness of mushrooms' health benefits, drives rapid adoption. The presence of innovative startups and established nutraceutical companies accelerates product development and market penetration. With expanding retail and e-commerce channels, North America is set to lead in growth momentum, reshaping dietary trends through mushroom-based innovations.

Key players in the market

Some of the key players in Mushroom-Based Products Market include Costa Group, Giorgio Fresh Co., Drinkwater's Mushrooms Ltd, Banken Champignons, Monaghan Mushrooms, South Mill Champs, Monterey Mushrooms Inc., Modern Mushroom Farms Inc., Okechamp S.A., CMP Mushrooms, Shanghai Finc Bio-Tech Inc., Bonduelle Group, The Mushroom Company, Scelta Mushrooms BV, and Hirano Mushroom LLC.

Key Developments:

In November 2025, Sanyou Bio and Shanghai ZJ Bio-Tech have signed a strategic partnership to automate biologics R&D, combining Sanyou's AI-driven super-trillion molecule library with ZJ Bio-Tech's automated systems. Their collaboration aims to shorten the drug discovery timeline, improve efficiency, and accelerate the development of innovative antibody therapies.

In September 2025, Monterey Mushrooms has launched a new nationwide specialty

mushroom line featuring lion's mane, king trumpet, maitake, shiitake, and oyster mushrooms plus a gourmet blend of sliced baby bellas, shiitake, and oyster petals.

Products Covered:

Fresh Mushrooms

Processed Mushrooms

Mushroom-Based Snacks

Functional Foods & Supplements

Mushroom-Based Beverages

Plant-Based Meat Alternatives

Mushroom Extracts & Powders

Mushroom Species Covered:

Button Mushroom

Cordyceps

Shiitake

Reishi

Oyster

Morel

Portobello

Enoki

Other Mushroom Species

Categories Covered:

Organic

Conventional

Forms Covered:

Whole

Extract (Liquid/Solid)

Sliced

Concentrates

Powder

Distribution Channels Covered:

Supermarkets & Hypermarkets

Foodservice Channels

Convenience Stores

Direct-to-Consumer (D2C)

Specialty Stores

Online Retail

Applications Covered:

Food & Beverage

Dietary Supplements

Nutraceuticals

Cosmetics & Personal Care

Pharmaceuticals

Functional Foods

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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