

# **Oyster Mushroom Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Pearl Oyster, Blue Oyster, Golden Oyster, Pink Oyster, Phoenix Oyster, King Oyster), By Form (Fresh, Processed), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Specialty Stores, Online, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Oyster Mushroom Market is projected to experience substantial growth, expanding from USD 60.73 Billion in 2025 to USD 102.75 Billion by 2031 at a CAGR of 9.16%. This market focuses on the cultivation and distribution of *Pleurotus* species, which are edible fungi celebrated for their shell-shaped caps, mild taste, and meaty consistency. Key drivers fueling this expansion include the growing consumer preference for plant-based protein sources and the mushroom's impressive nutritional profile, characterized by high vitamin and antioxidant content. Additionally, the ability to cultivate oyster mushrooms on various agricultural waste products, such as sawdust and straw, lowers production hurdles and promotes sustainable farming, thereby strengthening supply capabilities to satisfy rising global needs.

Despite these favorable conditions, the industry faces a major obstacle due to the highly perishable nature of fresh oyster mushrooms, which demands rigorous cold chain logistics to prevent rapid quality degradation. Data from the American Mushroom Institute indicates that sales of commercially grown specialty mushrooms, including oyster and shiitake varieties, amounted to \$95.0 million during the 2024-2025 season. While this significant market value highlights the sector's potential, logistical difficulties

associated with maintaining shelf life continue to complicate long-distance transportation and restrict broader market accessibility.

### **Market Driver**

The accelerating global adoption of plant-based diets and meat alternatives acts as a primary catalyst for the expansion of the Global Oyster Mushroom Market. As consumers increasingly reduce their meat consumption, the oyster mushroom has emerged as a leading whole-food vegan protein source due to its fibrous texture and savory umami profile. This popularity is especially evident in the food service industry, where chefs use the fungi to mimic the mouthfeel of seafood or pulled pork in center-of-plate dishes. According to a January 2024 article by the Mushroom Council titled 'Forecasters Agree: Mushrooms Trending in 2024,' the inclusion of mushrooms in restaurant main courses rose by 12% compared to prior years. Regional preferences remain strong as well; FreshPlaza reported in December 2024 that *Pleurotus* varieties accounted for roughly 10% of total mushroom sales volumes for major distributors in key European markets such as Greece.

Market scalability is further propelled by the high bio-efficiency and cost-effectiveness of sustainable cultivation methods. Oyster mushrooms possess unique enzymes that break down lignocellulosic agricultural by-products, like wheat straw and sawdust, transforming low-value waste into high-value nutrition with minimal resource input. This efficiency lowers entry barriers for small-scale and urban farmers, fostering localized production hubs that reduce transportation costs. The financial viability of this model is supported by premium market pricing; the USDA's August 2024 'Mushrooms' report noted that the average price received by growers for specialty mushrooms reached \$5.45 per pound in the 2023-2024 season. This attractive return on investment, combined with sustainable input usage, continues to draw commercial capital into the sector.

### **Market Challenge**

The extreme perishability of oyster mushrooms remains a critical impediment to the growth of the Global Oyster Mushroom Market, creating severe logistical hurdles that limit scalability. Unlike hardier agricultural commodities, *Pleurotus* species have a delicate structure and high moisture content, making them exceptionally prone to rapid microbial spoilage, enzymatic browning, and texture loss immediately after harvest. This biological volatility mandates the use of expensive, high-speed cold chain networks, as even minor temperature fluctuations during transit can render the product unsellable.

Consequently, producers are often forced to restrict their distribution footprints to local or regional areas to ensure quality, effectively preventing the development of a cohesive long-distance or international trade network.

These distribution limitations are particularly detrimental given the crop's premium valuation, where inventory loss translates into significant financial setbacks. The high stakes of transportation inefficiency are evident in recent pricing trends; according to the USDA National Agricultural Statistics Service, the average price received by growers for specialty mushrooms reached \$5.83 per pound in 2025. This substantial unit value amplifies the economic impact of shrinkage and spoilage, deterring investors and growers from attempting to penetrate broader markets where transit times might compromise the integrity of this high-value asset.

## **Market Trends**

The market is being revolutionized by the development of whole-cut mushroom meat analogues and jerky, shifting the focus from culinary fruiting bodies to advanced mycelium cultivation. Manufacturers are now utilizing solid-state fermentation to grow *Pleurotus* mycelium into dense, fibrous slabs that mimic the texture of whole-muscle animal proteins like bacon, rather than relying on chopped mushrooms for ground meat substitutes. This technological leap enables high-density vertical farming of root structures specifically engineered for meat-like consistency. According to an AgFunderNews article from October 2025 titled 'MyForest Foods' mycelium bacon sizzles,' MyForest Foods successfully expanded the distribution of its oyster mushroom mycelium-based bacon to over 2,500 retail locations nationwide, signaling strong commercial scalability for these novel products.

Expansion into cosmeceutical and anti-aging skincare formulations is emerging as a high-value growth avenue, capitalizing on the bioactive properties of oyster mushrooms beyond dietary nutrition. The species is increasingly recognized for its high concentration of ergothioneine, a potent antioxidant that protects skin from oxidative stress and inflammation, prompting its integration into serums and moisturizers. This trend represents a diversification into the personal care sector, where functional fungal extracts command premium prices compared to fresh food commodities. According to a Seppic article from April 2025 titled 'Mushroom trend: benefits in skin care,' the global beauty industry witnessed a 49% increase in the number of cosmetic product launches containing mushroom extracts between 2019 and 2024, reflecting surging industrial demand for fungi-based bioactive ingredients.

## Key Market Players

Monterey Mushrooms LLC

North American Medicinal Mushroom Extracts

South Mill Mushroom Sales Inc.

Amax NutraSource Inc.

Bio-Botanica Inc.

Bristol Botanicals Ltd.

Hunan Huacheng Biotech Inc.

Xi'an Greena Biotech Co., Ltd.

The Mushroom Company

Phillips Mushroom Farms L.L.P.

## Report Scope

In this report, the Global Oyster Mushroom Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Oyster Mushroom Market, By Type

Pearl Oyster

Blue Oyster

Golden Oyster

Pink Oyster

Phoenix Oyster

King Oyster

Oyster Mushroom Market, By Form

Fresh

Processed

Oyster Mushroom Market, By Distribution Channel

Hypermarkets/Supermarkets

Convenience Stores

Specialty Stores

Online

Others

Oyster Mushroom Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Oyster Mushroom Market.

**Available Customizations:**

Global Oyster Mushroom Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

**Company Information**

Detailed analysis and profiling of additional market players (up to five).

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