

India Mushroom Market By Product Type (Button, Shiitake, Oyster, Others), By Distribution Channel (Supermarkets/Hypermarkets, Grocery Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The India mushroom market was valued at USD 1.25 billion in 2024 and is projected to reach USD 2.58 billion by 2030, growing at a CAGR of 12.84%. This robust growth is fueled by rising consumer health consciousness and the increasing demand for nutritious, low-calorie food options. Mushrooms have gained widespread acceptance for their rich nutritional profile, including high protein, fiber, vitamins, and antioxidants. Urbanization, changing dietary preferences, and the popularity of plant-based foods have further expanded mushroom consumption. Production is being bolstered by advanced cultivation methods, favorable government policies, and the growing adoption of sustainable farming practices. Moreover, the incorporation of mushrooms in processed foods, pharmaceuticals, and cosmetics is diversifying their use and opening up new market avenues.

Key Market Drivers

Growing Health Awareness and Demand for Nutritional Foods

A major driver of growth in the India mushroom market is the rising awareness around health and nutrition, particularly in urban and semi-urban populations. As India's healthy food sector grows at an annual rate of 20% and is expected to reach USD 30 billion by 2026, mushrooms are becoming increasingly popular for their high nutritional value.

They offer a rich source of proteins, B and D vitamins, minerals, fiber, and antioxidants, making them a favored choice among health-conscious consumers. Their benefits in boosting immunity, managing weight, and promoting cardiovascular health are widely endorsed by healthcare professionals and influencers alike. The increasing prevalence of non-communicable diseases like diabetes and hypertension has also driven demand for low-calorie, plant-based protein alternatives, with mushrooms serving as an ideal meat substitute in vegetarian and vegan diets. Their versatility in Indian and global cuisines further enhances their appeal across demographics, sustaining consistent demand growth.

Key Market Challenges

Inadequate Cold Chain Infrastructure and Supply Chain Inefficiencies

The growth of the India mushroom market faces significant hurdles due to the lack of robust cold chain infrastructure and inefficiencies within the supply chain. Mushrooms are extremely perishable and require proper refrigeration from harvest to retail. However, many cultivation regions lack adequate cold storage, refrigerated transport, and suitable packaging facilities, especially in rural and semi-urban areas where most farming occurs. This results in post-harvest losses estimated at 30–40%, reducing product availability and farmer profitability. Additionally, the fragmented supply chain, involving multiple intermediaries, complicates timely distribution and impacts product quality. These constraints limit scalability, hamper the development of value-added mushroom products, and reduce the competitiveness of Indian mushrooms in global markets. Without substantial improvements in logistics, infrastructure, and cold storage capacity, the market's full potential remains restricted.

Key Market Trends

Shift Towards Organic and Sustainable Mushroom Farming

An emerging trend reshaping the India mushroom market is the growing inclination toward organic and sustainable cultivation methods. Consumers are increasingly seeking chemical-free, environmentally friendly produce, particularly in urban areas and among younger demographics. Organic mushrooms, free from synthetic pesticides and fertilizers, are perceived as healthier and more nutritious, commanding premium prices and rising consumer demand. In response, producers are adopting organic substrates, natural pest control, and eco-conscious packaging. Support from government programs and certification bodies has further encouraged this transition, providing technical

training and financial aid. Export opportunities are also driving the shift, as global markets increasingly require organic certifications and sustainable sourcing. This trend is fostering innovation and environmentally responsible practices, elevating product quality and expanding the organic mushroom segment in India.

Key Market Players

Fresh Lawn Mushroom Pvt. Ltd.

Krishidev Fertilizers And Seeds Limited

Chenab Impex Pvt. Ltd.

Shobha International

Shrim Industries Private Limited

Pisum Food Services Private Limited

Surabi

Agrosophia

Aroh Foundation

Annavarshni Foods LLP

Report Scope:

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

India Mushroom Market, By Product Type:

Button

Shiitake

Oyster

Others

India Mushroom Market, By Distribution Channel:

Supermarkets/Hypermarkets

Grocery Stores

Online

Others

India Mushroom Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Mushroom Market.

Available Customizations:

India 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).

India Mushroom Market By Product Type (Button, Shiitake, Oyster, Others), By Distribution Channel (Supermarket...

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