

Mushroom Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Button, Shiitake, Oyster, Matsutake, Truffles, Others), By Form (Fresh, Processed), By Distribution Channel (Grocery Stores, Supermarkets & Hypermarkets, Convenience Store, Online), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The Global Mushroom Market was valued at USD 66.40 Billion in 2024 and is projected to reach USD 116.36 Billion by 2030, growing at a CAGR of 9.8% during the forecast period. Market growth is being fueled by rising consumer interest in plant-based and nutrient-rich foods, as well as the increasing demand for gourmet and exotic mushroom varieties. Mushrooms are gaining widespread popularity for their health benefits, offering a low-calorie, high-protein, and antioxidant-rich profile. Their versatility as a meat substitute makes them especially appealing to vegan and vegetarian consumers. The foodservice sector's expanded use of mushrooms in global cuisines is further driving adoption. Innovations in farming practices, such as controlled-environment agriculture and vertical farming, have enhanced productivity and quality, allowing year-round availability and supporting consistent market expansion.

Key Market Drivers

Rising Demand for Healthy and Plant-Based Foods

The shift toward health-focused and environmentally sustainable diets is a major force

driving mushroom consumption globally. Mushrooms offer a nutrient-dense profile, containing protein, fiber, B and D vitamins, and essential minerals like potassium and selenium. According to the IFIC 2024 Survey, 73% of consumers consider mushrooms a “superfood.” With the growth of vegan and vegetarian lifestyles, mushrooms serve as a popular meat substitute due to their umami flavor and meaty texture. Furthermore, the demand for functional foods with additional health benefits is rising, with varieties like reishi and shiitake recognized for their immune-enhancing and medicinal properties. The increase in health issues such as obesity and cardiovascular conditions is also pushing consumers toward including mushrooms in their daily diets.

Key Market Challenges

Perishability and Short Shelf Life of Fresh Mushrooms

One of the significant challenges facing the mushroom market is the perishability of fresh mushrooms, which limits storage time and complicates distribution logistics. Their high moisture content makes them susceptible to spoilage, discoloration, and microbial contamination, resulting in substantial post-harvest losses. Long-distance transport and insufficient cold chain infrastructure, particularly in developing markets, exacerbate the issue. Although techniques like refrigeration and modified atmosphere packaging (MAP) can help extend shelf life, they also increase operating costs and may not be viable for small-scale producers. While processed forms such as canned, frozen, or dried mushrooms offer an alternative, consumer preference often leans toward fresh produce, making shelf life a critical operational concern.

Key Market Trends

Rising Popularity of Functional and Medicinal Mushrooms

The growing interest in natural wellness and plant-based nutrition is driving the demand for functional and medicinal mushrooms. Varieties such as lion’s mane, cordyceps, chaga, and reishi are increasingly incorporated into dietary supplements, herbal teas, coffee blends, and even cosmetic formulations. These mushrooms are celebrated for their adaptogenic properties and potential health benefits, including immune support, cognitive enhancement, and stress relief. Consumer preference for holistic health solutions over synthetic alternatives is strengthening this trend. Market players are capitalizing by introducing a wide array of mushroom-based products positioned as “superfoods.” As ongoing scientific studies continue to highlight their therapeutic potential, medicinal mushrooms are expected to play an expanding role in the functional

food and wellness landscape.

Key Market Players

Bonduelle Group

Costa Group

CMP Mushroom

Drinkwater Mushrooms

Greenyard

Monaghan Group

Monterey Mushroom, Inc

OKECHAMP S.A

Shanghai Fengke Biological Technology Co., Ltd

The Mushroom Company

Report Scope:

In this report, the global mushroom market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Mushroom Market, By Product:

Button

Shiitake

Oyster

Matsutake

Truffles

Other

Mushroom Market, By Form:

Fresh

Processed

Mushroom Market, By Distribution Channel:

Grocery Stores

Supermarkets & Hypermarkets

Convenience Stores

Online

Mushroom Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global mushroom market.

Available Customizations:

Global 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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