

South America Mushroom Market, By Product Type (Button, Shiitake, Oyster, Matsutake, Truffles, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Store, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

South America Mushroom Market was valued at USD 854.26 Million in 2024 and is expected to reach USD 1344.15 Million by 2030 with a CAGR of 7.85% during the forecast period. The South America mushroom market is witnessing steady growth, driven by rising consumer awareness of health and wellness, increasing demand for plant-based protein, and the popularity of functional foods. Countries like Brazil, Argentina, and Chile are leading producers, supported by favorable climatic conditions and expanding cultivation practices. Urbanization and shifting dietary habits are fueling higher consumption of fresh, processed, and specialty mushrooms in retail and foodservice channels. Additionally, the pharmaceutical and nutraceutical industries are boosting demand due to mushrooms' medicinal properties.

Market Drivers

Rising Health and Wellness Awareness

One of the most significant drivers of the South America mushroom market is the growing awareness of health and wellness among consumers. The Ministry of Health launched the 'Brasil Saudável' program, established by Decree No. 11,908 in 2024. Additionally, the federal government introduced over 220 initiatives to combat hunger and promote healthier food options. With increasing incidences of lifestyle-related diseases such as obesity, diabetes, and cardiovascular ailments, people are becoming more conscious of adopting healthier dietary habits. Mushrooms, being naturally low in

fat and calories yet rich in essential nutrients like B vitamins, selenium, potassium, and dietary fiber, are increasingly seen as a superfood. Their high protein content also makes them a preferred option for vegetarians and flexitarians seeking plant-based protein alternatives. In addition, mushrooms are known to contain bioactive compounds with antioxidant, anti-inflammatory, and immune-boosting properties, which further enhance their appeal among health-conscious consumers. Governments and health organizations across South America are actively promoting the benefits of balanced diets, which includes higher consumption of vegetables, fruits, and functional foods like mushrooms. For example, urban middle-class populations in Brazil, Argentina, and Chile are particularly adopting mushrooms in daily meals as part of a shift toward preventive healthcare and immunity enhancement. The COVID-19 pandemic also accelerated this trend by reinforcing the importance of nutrient-rich foods for overall well-being. As a result, mushrooms are no longer considered just a niche food item but a mainstream healthy choice in South American households, significantly boosting market demand.

Key Market Challenges

High Perishability and Supply Chain Limitations

One of the biggest challenges facing the South America mushroom market is the high perishability of mushrooms, which significantly affects storage, transportation, and distribution. Fresh mushrooms have a short shelf life of only a few days due to their high moisture content and susceptibility to microbial contamination, making efficient cold chain infrastructure critical. However, in many South American countries, especially outside major urban centers, the cold storage and logistics networks remain underdeveloped. This often leads to post-harvest losses, reduced quality, and increased costs for producers and distributors. The lack of standardized packaging, limited processing facilities, and insufficient investment in advanced storage technologies further compound the issue, restricting the ability to expand mushroom availability beyond local markets.

Key Market Trends

Rising Popularity of Specialty and Exotic Mushrooms

A key trend driving the South America mushroom market is the growing interest in specialty and exotic mushroom varieties such as Shiitake, Oyster, Enoki, and Reishi. Additionally, a comprehensive study identified 409 species of wild edible mushrooms in

Brazil, with 350 confirmed as safe for consumption. While white button mushrooms remain the dominant variety consumed in the region, consumer preferences are shifting toward mushrooms that offer unique flavors, textures, and additional health benefits. Urban middle-class populations, particularly in Brazil, Argentina, and Chile, are increasingly exploring gourmet cuisines, often influenced by international culinary trends, which has boosted demand for these specialty mushrooms. Reishi and Maitake, known for their medicinal properties, are also gaining traction in the nutraceutical and pharmaceutical sectors. Restaurants and high-end foodservice outlets are popularizing these varieties through innovative recipes, which in turn encourages retail demand. The expansion of organic and sustainable farming practices is further boosting interest in exotic mushrooms, as consumers perceive them as premium, healthy, and environmentally friendly. This shift toward specialty mushrooms is creating opportunities for local farmers to diversify production and capture higher profit margins compared to common varieties.

Key Market Players

Costa Group

Bonduelle

Mushroom Cups

Ryze

NeuRoast

Om Mushroom Superfood

Rheal

Okechamp S.A

Monterey Mushrooms Inc

Monaghan Mushrooms

Report Scope:

South America Mushroom Market, By Product Type (Button, Shiitake, Oyster, Matsutake, Truffles, Others), By Dis...

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

South America Mushroom Market, By Product Type:

Button

Shiitake

Oyster

Matsutake

Truffles

Others

South America Mushroom Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Store

Online

Others

South America Mushroom Market, By Country:

Brazil

Argentina

Colombia

Rest of South America

Competitive Landscape

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

Available Customizations:

The South America 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).

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. SOUTH AMERICA MUSHROOM MARKET OUTLOOK

- 4.1. Market Size & Forecast
 - 4.1.1. By Value
- 4.2. Market Share & Forecast
 - 4.2.1. By Product Type (Button, Shiitake, Oyster, Matsutake, Truffles, Others)
 - 4.2.2. By Distribution Channel (Supermarkets/Hypermarkets, Convenience Store, Online, Others)
 - 4.2.3. By Country

- 4.2.4. By Company (2024)
- 4.3. Market Map

5. BRAZIL MUSHROOM MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type
 - 5.2.2. By Distribution Channel

6. ARGENTINA MUSHROOM MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Product Type
 - 6.2.2. By Distribution Channel

7. COLOMBIA MUSHROOM MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type
 - 7.2.2. By Distribution Channel

8. MARKET DYNAMICS

- 8.1. Drivers
- 8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

- 9.1. Merger & Acquisition (If Any)
- 9.2. Product Launches (If Any)
- 9.3. Recent Developments

10. PORTERS FIVE FORCES ANALYSIS

- 10.1. Competition in the Industry
- 10.2. Potential of New Entrants
- 10.3. Power of Suppliers
- 10.4. Power of Customers
- 10.5. Threat of Substitute Products

11. COMPETITIVE LANDSCAPE

11.1. Company Profiles

11.1.1. Costa Group

- 11.1.1.1. Business Overview
- 11.1.1.2. Company Snapshot
- 11.1.1.3. Products & Services
- 11.1.1.4. Financials (As Per Availability)
- 11.1.1.5. Key Market Focus & Geographical Presence
- 11.1.1.6. Recent Developments
- 11.1.1.7. Key Management Personnel

11.1.2. Bonduelle

11.1.3. Mushroom Cups

11.1.4. Ryze

11.1.5. NeuRoast

11.1.6. Om Mushroom Superfood

11.1.7. Rheal

11.1.8. Okechamp S.A

11.1.9. Monterey Mushrooms Inc

11.1.10. Monaghan Mushrooms

12. STRATEGIC RECOMMENDATIONS

13. ABOUT US & DISCLAIMER

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