



**MUSHROOM COUNCIL
RETAIL CHANNEL STUDY**

2019

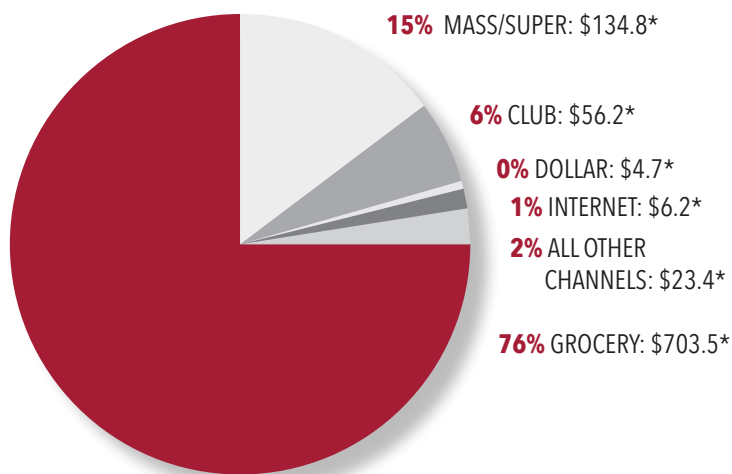
ACTION GUIDE

SHOPPERS PURCHASE MUSHROOMS IN TWO OR MORE CHANNELS EACH YEAR

Most mushroom purchase dollars were spent in the Grocery Channel: **76%**

Over **50%** of shoppers purchased mushrooms in more than one channel

Channel \$ Share of Mushroom Purchases - 2018

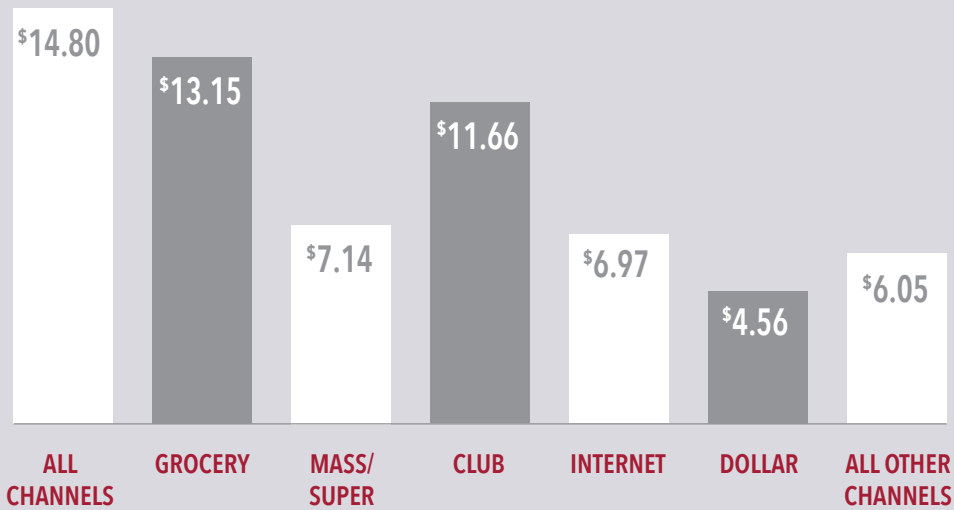


*SALES BY CHANNEL IN MILLIONS



Each of the retail sales channels contributes to the overall sales of the category. This study examines how consumer mushroom shopping patterns vary by channel. The number of mushroom shopping occasions vary as do the amount spent per trip.

ANNUAL RETAIL SPEND PER HOUSEHOLD BY CHANNEL



*All Other Channels represents other retail sales outlets (Specialty stores, etc.)

What is Driving Sales in Each Retail Channel?

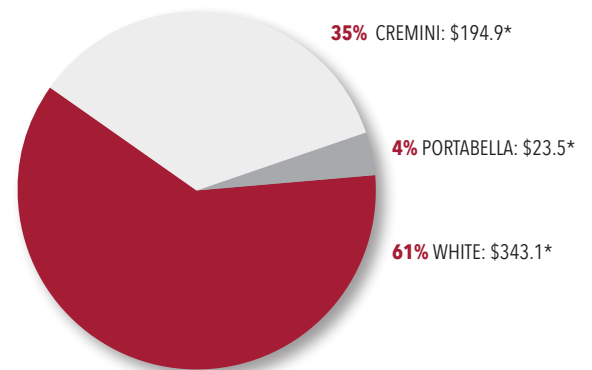
Grocery

Shoppers made more mushroom purchasing visits to Grocery than any other retail channel with an average of 5 trips per year. They also spent more per year at **\$13.15** per shopper.



5.0 Trips per Year **\$2.63** Spend per Trip **\$13.15** Annual Spend

GROCERY SHARE OF FW MUSHROOM PURCHASES - 2018

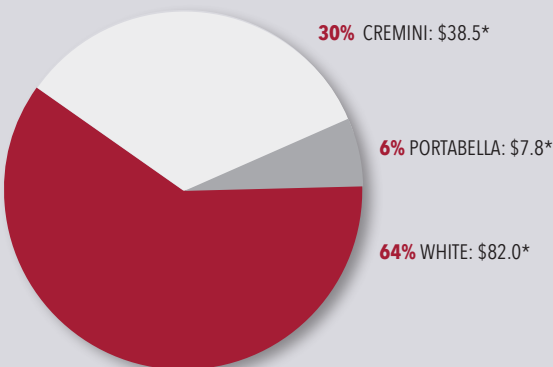


*SALES IN MILLIONS

Mass/Super

Representing **15%** of all retail mushroom sales, second only to Grocery, this channel generates an annual spend of **\$7.14** per shopper.

The spend per trip is higher than the Dollar channel but lower than the other channels.



*SALES IN MILLIONS



3.0 Trips per Year **\$2.38** Spend per Trip **\$7.14** Annual Spend

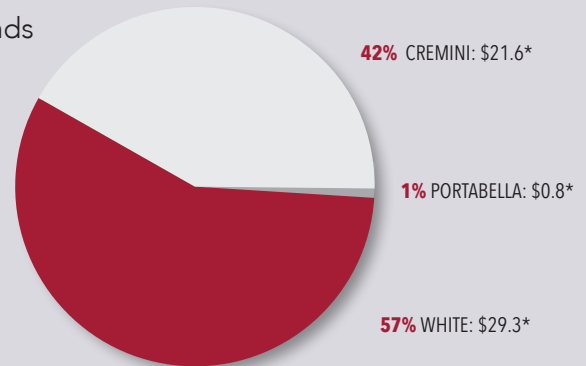
What is Driving Sales in Each Retail Channel?

Club

At **\$4.29** per shopping occasion, the Club shopper spends more per trip than other channels. Total annual spend is second only to the Grocery channel. While this channel represents **6%** of retail mushroom sales, it moves the smallest percentage of Portabella mushrooms (**1%**) of any channel.



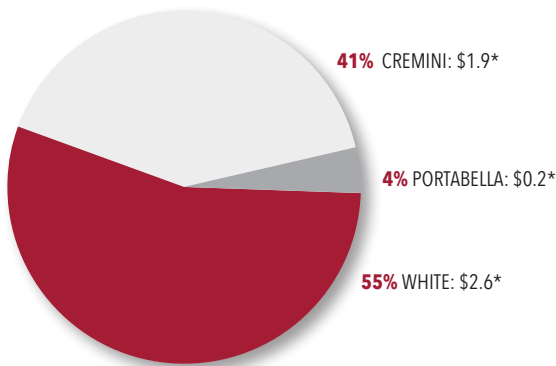
2.7 Trips per Year **\$4.29** Spend per Trip **\$11.66** Annual Spend



*SALES IN MILLIONS

Internet

This channel has surpassed the Dollar channel in total sales and represents one percent of retail mushroom sales. While a small channel overall, shoppers spend more per trip in this channel than shoppers in all channels except Club.



*SALES IN MILLIONS



2.3 Trips per Year **\$3.08** Spend per Trip **\$6.97** Annual Spend

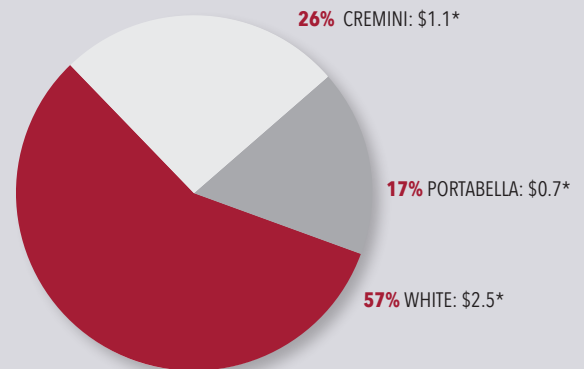
Dollar

As might be expected, shoppers in this channel spent the least amount per trip at **\$1.56**. Their total annual spend was also the least of all channels at **\$4.56** per shopper.

This is also the smallest channel, representing less than one percent of all retail mushroom sales.



2.9 Trips per Year **\$1.56** Spend per Trip **\$4.56** Annual Spend



*SALES IN MILLIONS

The numbers presented in this report are a projection of Total U.S. household purchases based on data from the National Consumer Panel (NCP), an operational joint venture by IRI and Nielsen, and may vary from the retail sales data available in the Mushroom Council Tracker.