



2024

MUSHROOM SALES BY REGION PACKAGE SIZE TRENDS

AN IN-DEPTH LOOK AT MUSHROOM SALES AT RETAIL
HIGHLIGHTING REGIONAL DIFFERENCES



An In-Depth Look at Package Size Trends by Region

Eight- and 10-ounce packages are easily the most popular sizes in fresh mushroom sales. However, with the growing presence of specialty mushroom sales, smaller pack sizes have gained share. On the other end of the spectrum, mass and club stores are driving sales of large pack sizes. Regional differences are stark as seen in the analysis of the past five years of Circana data for the 52-week period ending November 5th, 2023 and the four preceding years. The Circana data reflects the traditional channels, such as grocery, mass/supercenters, club, military, etc. but does not include data for ALDI or Costco.

Dollar sales by package size

Sales in the eight Circana regions reflect a very different distribution across package sizes. Eight- and 16-ounce packages are the top sellers in each. Random weight includes bulk as well as packages for which weight was unknown.



| Dollar sales | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|------------------------|-----------------|-----------------|----------------|-----------------|-----------------|------------------|
| Total mushrooms | \$110.9M | \$657.5M | \$74.1M | \$241.4M | \$122.7M | \$51.5M |
| California | \$11.6M | \$84.9M | \$4.2M | \$20.9M | \$19.0M | \$15.6M |
| Great Lakes | \$12.9M | \$109.4M | \$8.0M | \$45.7M | \$10.7M | \$2.0M |
| Midsouth | \$18.2M | \$85.9M | \$6.8M | \$26.4M | \$11.2M | \$1.0M |
| Northeast | \$28.0M | \$97.3M | \$40.7M | \$24.3M | \$31.7M | \$5.2M |
| Plains | \$4.9M | \$50.1M | \$0.8M | \$17.0M | \$6.1M | \$1.2M |
| South Central | \$4.2M | \$49.4M | \$0.5M | \$23.1M | \$11.0M | \$2.3M |
| Southeast | \$19.8M | \$76.2M | \$11.7M | \$47.9M | \$14.0M | \$1.6M |
| West | \$11.4M | \$104.2M | \$1.4M | \$36.1M | \$18.9M | \$22.5M |

Source: Circana (formerly IRI), MULO, Total US and the nine Circana regions (see map), 52 weeks ending 11/5/2023

Differences can be viewed more easily when calculated as a share of total dollar sales for the region. Packages smaller than eight ounces over index along the eastern seaboard. The plains are heavily focused on eight-ounce packages and the Northeast has the highest share of packages between eight and 10 ounces. Regions with above-average shares of 16 ounces and greater than 16-ounce packages include the sales powerhouses: the Northeast, Great Lakes and California.

| Dollar shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|------------------------|-------------|--------------|---------------|--------------|-------------|------------------|
| Total mushrooms | 8.8% | 52.3% | 5.9% | 19.2% | 9.8% | 4.1% |
| California | 7.4% | 54.4% | 2.7% | 13.4% | 12.2% | 10.0% |
| Great Lakes | 6.8% | 58.0% | 4.2% | 24.2% | 5.7% | 1.1% |
| Midsouth | 12.1% | 57.4% | 4.6% | 17.7% | 7.5% | 0.7% |
| Northeast | 12.3% | 42.8% | 17.9% | 10.7% | 14.0% | 2.3% |
| Plains | 6.1% | 62.6% | 1.0% | 21.2% | 7.6% | 1.5% |
| South Central | 4.7% | 54.6% | 0.6% | 25.5% | 12.1% | 2.5% |
| Southeast | 11.6% | 44.5% | 6.8% | 27.9% | 8.2% | 1.0% |
| West | 5.8% | 53.6% | 0.7% | 18.6% | 9.7% | 11.6% |

Source: Circana (formerly IRI), MULO, Total US and the nine Circana regions (see map), 52 weeks ending 11/5/2023

Volume Shares by Package Size

Much like the bulk of dollars, eight-ounce packages also reflect the majority of volume sales, at just under 50% of all pounds. The volume share for eight-ounce packages is highest in the Plains, at 59% and the lowest in the Southeast at 38.2%. Sixteen-ounce packages represent the next-largest share of volume, at 23.3%. The Southeast has the highest share, at 37.0% and the Northeast the lowest, at 12.6%. Instead, the Northeast has a very high share of packages in between eight and 16 ounces.

| Volume share | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|------------------------|--------|-------|---------------|-------|-------|------------------|
| Total mushrooms | 3.4% | 49.7% | 5.6% | 23.3% | 14.4% | 3.7% |
| California | 2.7% | 52.4% | 2.3% | 15.8% | 15.1% | 11.7% |
| Great Lakes | 2.6% | 57.0% | 3.6% | 26.8% | 9.1% | 0.8% |
| Midsouth | 4.9% | 57.6% | 3.7% | 21.9% | 11.2% | 0.7% |
| Northeast | 5.3% | 40.7% | 17.9% | 12.6% | 20.7% | 2.8% |
| Plains | 2.5% | 59.0% | 0.8% | 23.9% | 12.8% | 1.0% |
| South Central | 1.7% | 51.5% | 0.2% | 27.8% | 17.3% | 1.5% |
| Southeast | 3.5% | 38.2% | 6.4% | 37.0% | 14.4% | 0.5% |
| West | 2.2% | 52.6% | 0.4% | 21.4% | 13.0% | 10.4% |

Source: Circana (formerly IRI), MULO, Total US and the nine Circana regions (see map), 52 weeks ending 11/5/2023

Unit Shares by Package Size

The dominance of eight-ounce packages is especially evident when regarding unit sales — reflecting 62.7% of all fresh mushroom packages sold through the traditional channels. This share is highest in the Plains, at 73.3% of all packages and lowest in the Southeast, at 53.2%. Sixteen-ounce packages have the highest share in the Southeast and the lowest in California.

| Unit share | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|------------------------|--------|-------|---------------|-------|-------|------------------|
| Total mushrooms | 6.7% | 62.7% | 5.2% | 14.7% | 6.3% | 4.4% |
| California | 5.1% | 62.9% | 2.1% | 9.5% | 6.8% | 13.5% |
| Great Lakes | 5.1% | 70.4% | 3.1% | 16.6% | 3.8% | 1.0% |
| Midsouth | 9.2% | 68.9% | 3.3% | 13.1% | 4.7% | 0.8% |
| Northeast | 10.8% | 51.9% | 17.3% | 8.1% | 9.0% | 2.9% |
| Plains | 4.6% | 73.3% | 0.7% | 14.8% | 5.3% | 1.2% |
| South Central | 3.3% | 68.3% | 0.3% | 18.5% | 7.7% | 1.9% |
| Southeast | 7.5% | 53.2% | 6.0% | 25.7% | 6.9% | 0.7% |
| West | 4.3% | 64.2% | 0.5% | 13.0% | 5.8% | 12.3% |

Source: Circana (formerly IRI), MULO, Total US and the nine Circana regions (see map), 52 weeks ending 11/5/2023

Five-Year Package Size Shifts for the Total U.S. and by Region — Dollars

Longer-term package size trends can be determined by comparing the dollar sales shares for each of the sizes this year versus 2019. Trends differ by region, but nationwide, sales experienced a shift toward 16 ounces and away from 8 ounces over the five-year period. In the Great Lakes, for instance, the share of dollars for eight-ounce packages retreated faster in favor of larger pack sizes.

| Dollar shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-----------------------------|--------|-------|---------------|-------|-------|------------------|
| Total mushrooms 2023 | 8.8% | 52.3% | 5.9% | 19.2% | 9.8% | 4.1% |
| Total mushrooms 2019 | 7.8% | 54.4% | 6.1% | 18.3% | 7.0% | 6.4% |
| % point change | +1.0 | -2.2 | -0.2 | +0.9 | +2.8 | -2.3 |

| Dollar shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|------------------------|--------|-------|---------------|-------|-------|------------------|
| California 2023 | 7.4% | 54.4% | 2.7% | 13.4% | 12.2% | 10.0% |
| California 2019 | 5.5% | 53.1% | 4.3% | 12.2% | 10.1% | 14.9% |
| % point change | +1.9 | +1.3 | -1.6 | +1.2 | +2.1 | -4.9 |

| Dollar shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-------------------------|--------|-------|---------------|-------|-------|------------------|
| Great Lakes 2023 | 6.8% | 58.0% | 4.2% | 24.2% | 5.7% | 1.1% |
| Great Lakes 2019 | 6.9% | 63.4% | 5.1% | 19.9% | 2.9% | 1.8% |
| % point change | -0.1 | -5.4 | -0.8 | +4.3 | +2.7 | -0.7 |

| Dollar shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|----------------------|--------|-------|---------------|-------|-------|------------------|
| Midsouth 2023 | 12.1% | 57.4% | 4.6% | 17.7% | 7.5% | 0.7% |
| Midsouth 2019 | 10.2% | 60.7% | 3.9% | 17.3% | 5.4% | 2.5% |
| % point change | +1.9 | -3.3 | +0.7 | +0.4 | +2.1 | -1.9 |

| Dollar shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-----------------------|--------|-------|---------------|-------|-------|------------------|
| Northeast 2023 | 12.3% | 42.8% | 17.9% | 10.7% | 14.0% | 2.3% |
| Northeast 2019 | 11.1% | 46.4% | 16.8% | 11.0% | 11.3% | 3.5% |
| % point change | +1.2 | -3.6 | +1.1 | -0.3 | +2.6 | -1.2 |

| Dollar shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|--------------------|--------|-------|---------------|-------|-------|------------------|
| Plains 2023 | 6.1% | 62.6% | 1.0% | 21.2% | 7.6% | 1.5% |
| Plains 2019 | 6.5% | 65.3% | 2.9% | 17.9% | 5.2% | 2.3% |
| % point change | -0.4 | -2.7 | -1.9 | +3.4 | +2.4 | -0.8 |

| Dollar shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|---------------------------|--------|-------|---------------|-------|-------|------------------|
| South Central 2023 | 4.7% | 54.6% | 0.6% | 25.5% | 12.1% | 2.5% |
| South Central 2019 | 4.1% | 57.0% | 0.7% | 24.3% | 6.5% | 7.5% |
| % point change | +0.6 | -2.5 | -0.1 | +1.3 | +5.6 | -5.0 |

| Dollar shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-----------------------|--------|-------|---------------|-------|-------|------------------|
| Southeast 2023 | 11.6% | 44.5% | 6.8% | 27.9% | 8.2% | 1.0% |
| Southeast 2019 | 10.0% | 43.9% | 6.1% | 32.9% | 6.2% | 0.9% |
| % point change | +1.6 | +0.6 | +0.7 | -5.0 | +2.0 | 0.0 |

| Dollar shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|------------------|--------|-------|---------------|-------|-------|------------------|
| West 2023 | 5.8% | 53.6% | 0.7% | 18.6% | 9.7% | 11.6% |
| West 2019 | 5.2% | 55.0% | 1.3% | 15.8% | 5.9% | 16.8% |
| % point change | +0.7 | -1.4 | -0.6 | +2.7 | +3.8 | -5.2 |

Source: Circana (formerly IRI), MULO, Total US and the nine Circana regions (see map), 52 weeks ending 11/5/2023 vs. 5YA

Five-Year Package Size Shifts for the Total U.S. and by Region — Pounds

The five-year trends in volume show a more pronounced shift toward larger pack sizes nationwide. The regions reflect varying patterns. For instance, as a share of total pounds sold, eight-ounce packages experienced an increase of 5.5 percentage point along with 16-ounce packages taking up a larger share.

| Volume shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-----------------------------|--------|-------|---------------|-------|-------|------------------|
| Total mushrooms 2023 | 3.4% | 49.7% | 5.6% | 23.3% | 14.4% | 3.7% |
| Total mushrooms 2019 | 3.1% | 51.1% | 6.1% | 23.2% | 10.8% | 5.7% |
| % point change | +0.3 | -1.4 | -0.5 | +0.1 | +3.6 | -2.1 |

| Volume shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|------------------------|--------|-------|---------------|-------|-------|------------------|
| California 2023 | 2.7% | 52.4% | 2.3% | 15.8% | 15.1% | 11.7% |
| California 2019 | 2.0% | 46.9% | 4.0% | 14.2% | 18.7% | 14.2% |
| % point change | +0.7 | +5.5 | -1.7 | +1.6 | -3.6% | -2.6 |

| Volume shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-------------------------|--------|-------|---------------|-------|-------|------------------|
| Great Lakes 2023 | 2.6% | 57.0% | 3.6% | 26.8% | 9.1% | 0.8% |
| Great Lakes 2019 | 2.8% | 62.3% | 5.0% | 23.8% | 4.7% | 1.5% |
| % point change | -0.2 | -5.3 | -1.4 | +3.1 | +4.5 | -0.7 |

| Volume shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|----------------------|--------|-------|---------------|-------|-------|------------------|
| Midsouth 2023 | 4.9% | 57.6% | 3.7% | 21.9% | 11.2% | 0.7% |
| Midsouth 2019 | 4.1% | 60.5% | 3.4% | 22.0% | 7.5% | 2.5% |
| % point change | +0.7 | -3.0 | +0.3 | -0.1 | +3.8 | -1.7 |

| Volume shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-----------------------|--------|-------|---------------|-------|-------|------------------|
| Northeast 2023 | 5.3% | 40.7% | 17.9% | 12.6% | 20.7% | 2.8% |
| Northeast 2019 | 4.9% | 44.1% | 17.5% | 12.5% | 16.8% | 4.3% |
| % point change | +0.4 | -3.4 | +0.4 | +0.2 | +3.9 | -1.5 |

| Volume shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|--------------------|--------|-------|---------------|-------|-------|------------------|
| Plains 2023 | 2.5% | 59.0% | 0.8% | 23.9% | 12.8% | 1.0% |
| Plains 2019 | 2.8% | 63.8% | 2.3% | 21.3% | 8.2% | 1.6% |
| % point change | -0.3 | -4.8 | -1.4 | +2.5 | +4.6 | -0.6 |

| Volume shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|---------------------------|--------|-------|---------------|-------|-------|------------------|
| South Central 2023 | 1.7% | 51.5% | 0.2% | 27.8% | 17.3% | 1.5% |
| South Central 2019 | 1.7% | 54.6% | 0.7% | 28.5% | 9.8% | 4.6% |
| % point change | 0.0 | -3.2 | -0.5 | -0.7 | +7.5 | -3.1 |

| Volume shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-----------------------|--------|-------|---------------|-------|-------|------------------|
| Southeast 2023 | 3.5% | 38.2% | 6.4% | 37.0% | 14.4% | 0.5% |
| Southeast 2019 | 3.0% | 36.7% | 5.7% | 44.9% | 9.1% | 0.5% |
| % point change | +0.4 | +1.5 | +0.7 | -7.9 | +5.3 | 0.0 |

| Volume shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|------------------|--------|-------|---------------|-------|-------|------------------|
| West 2023 | 2.2% | 52.6% | 0.4% | 21.4% | 13.0% | 10.4% |
| West 2019 | 2.1% | 52.7% | 1.4% | 19.3% | 8.5% | 16.1% |
| % point change | +0.1 | -0.1 | -0.9 | +2.1 | +4.5 | -5.7 |

Source: Circana (formerly IRI), MULO, Total US and the nine Circana regions (see map), 52 weeks ending 11/5/2023 vs. 5YA

Five-Year Package Size Shifts for the Total U.S. and by Region — Units

Like volume and dollars, the nationwide unit shares also reflect a shift away from eight-ounce packages as well as bulk in the longer, five-year view. Regional differences vary widely.

| Unit shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-----------------------------|--------|-------|---------------|-------|-------|------------------|
| Total mushrooms 2023 | 6.7% | 62.7% | 5.2% | 14.7% | 6.3% | 4.4% |
| Total mushrooms 2019 | 6.0% | 63.0% | 5.5% | 14.3% | 4.3% | 6.9% |
| % point change | +0.7 | -0.3 | -0.3 | +0.4 | +2.0 | -2.5 |

| Unit shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|------------------------|--------|-------|---------------|-------|-------|------------------|
| California 2023 | 5.1% | 62.9% | 2.1% | 9.5% | 6.8% | 13.5% |
| California 2019 | 4.1% | 59.0% | 3.6% | 9.0% | 6.3% | 18.0% |
| % point change | +1.0 | +3.9 | -1.5 | +0.5 | +0.6 | -4.5 |

| Unit shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-------------------------|--------|-------|---------------|-------|-------|------------------|
| Great Lakes 2023 | 5.1% | 70.4% | 3.1% | 16.6% | 3.8% | 1.0% |
| Great Lakes 2019 | 5.2% | 73.1% | 3.9% | 13.9% | 1.9% | 1.9% |
| % point change | -0.1 | -2.7 | -0.8 | +2.6 | +1.9 | -0.9 |

| Unit shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|----------------------|--------|-------|---------------|-------|-------|------------------|
| Midsouth 2023 | 9.2% | 68.9% | 3.3% | 13.1% | 4.7% | 0.8% |
| Midsouth 2019 | 7.7% | 70.6% | 2.8% | 12.8% | 3.0% | 3.0% |
| % point change | +1.0% | -1.7 | +0.4 | +0.2% | +1.6 | -2.2 |

| Unit shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-----------------------|--------|-------|---------------|-------|-------|------------------|
| Northeast 2023 | 10.8% | 51.9% | 17.3% | 8.1% | 9.0% | 2.9% |
| Northeast 2019 | 9.6% | 55.2% | 16.6% | 7.9% | 7.0% | 3.8% |
| % point change | +1.2 | -3.2 | +0.7 | +0.2 | +2.0 | -1.0 |

| Unit shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|--------------------|--------|-------|---------------|-------|-------|------------------|
| Plains 2023 | 4.6% | 73.3% | 0.7% | 14.8% | 5.3% | 1.2% |
| Plains 2019 | 4.9% | 75.2% | 2.0% | 12.6% | 3.4% | 2.0% |
| % point change | -0.3 | -1.9 | -1.3 | +2.2 | +2.0 | -0.7 |

| Unit shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|---------------------------|--------|-------|---------------|-------|-------|------------------|
| South Central 2023 | 3.3% | 68.3% | 0.3% | 18.5% | 7.7% | 1.9% |
| South Central 2019 | 3.2% | 68.2% | 0.5% | 17.8% | 4.2% | 6.2% |
| % point change | +0.2 | +0.1 | -0.2 | +0.7 | +3.6 | -4.3 |

| Unit shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|-----------------------|--------|-------|---------------|-------|-------|------------------|
| Southeast 2023 | 7.5% | 53.2% | 6.0% | 25.7% | 6.9% | 0.7% |
| Southeast 2019 | 6.5% | 51.6% | 5.3% | 31.5% | 4.3% | 0.8% |
| % point change | +1.0 | +1.6 | +0.7 | -5.8 | +2.5 | -0.1 |

| Unit shares | < 8 OZ | 8 OZ | >8 OZ < 16 OZ | 16 OZ | >16OZ | Random/no weight |
|------------------|--------|-------|---------------|-------|-------|------------------|
| West 2023 | 4.3% | 64.2% | 0.5% | 13.0% | 5.8% | 12.3% |
| West 2019 | 3.9% | 61.5% | 1.0% | 11.3% | 3.3% | 19.0% |
| % point change | +0.4 | +2.6 | -0.5 | +1.8 | +2.4 | -6.7 |

Source: Circana (formerly IRI), MULO, Total US and the nine Circana regions (see map), 52 weeks ending 11/5/2023 vs. 5YA



Helpful Tips to Explore on Your Own

The Excel file contains the data by package size category as well as all the package sizes in the system for the country and the eight IRI regions. You can look at year-over-year trends, combine regions, combine package sizes differently and more.

- **Summary 11-5-23:** This tab shows the dollar, unit and volume performance for the past five years rolled up in the categories shown in this report.
- **Data sheet package size detail:** contains the raw data to explore the individual pack sizes or roll up the sizes in a different way.
- **Pivot table 11-5-23:** Allows you to easy sort by region, package size, etc.
- **Market-level insights** are available as well in the fourth tab. You can select groupings of markets and look at a more granular level.

For help or more information, please contact Anne-Marie Roerink, at: aroerink@210analytics.com