

2025

TOP SELLERS BY PACK SIZE AND FORMAT

An in-depth look at the sales and performance of the top 20 sellers in dollars, units and volume by pack size, type, organic versus conventional and whole versus sliced

DEVELOPED BY:
The Mushroom Council

mushroomcouncil.org
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Based on Circana, MULO+ for the 52 w.e. 1/26/2025



Top Sellers in the U.S. Marketplace

Dollar View

Eight-ounce, white, sliced mushrooms are the top seller, representing 12.4% of total fresh mushroom dollars, at \$188 million in the past year. This is closely followed by eight-ounce, white, whole mushrooms, representing 11.8% of total sales. Crimini mushrooms, in two eight-ounce and one 24-ounce packs close out the top five in dollar sales. Out of the top 20 sellers, five are organic and eight are sliced versus whole. Organic mushrooms represent 14% of total fresh mushroom dollar sales and whole mushrooms account for 46% of sales.

The top 20 represent 77% of total fresh mushroom dollar sales.

Fresh mushrooms	Package weight	Organic or conventional	Whole or prepared	Dollar rank	Dollar Sales	% vs YA	Share of total dollars
White mushrooms	8 OZ	Conventional	Sliced	1	\$187,868,793	-4.9%	12.4%
White mushrooms	8 OZ	Conventional	No prep	2	\$177,937,253	-1.2%	11.8%
Crimini/brown mushrooms	8 OZ	Conventional	Sliced	3	\$114,255,373	-5.8%	7.6%
Crimini/brown mushrooms	8 OZ	Conventional	No prep	4	\$88,106,624	0.0%	5.8%
Crimini/brown mushrooms	24 OZ	Organic	No prep	5	\$85,765,160	7.5%	5.7%
White mushrooms	16 OZ	Conventional	Sliced	6	\$68,496,612	-8.4%	4.5%
White mushrooms	24 OZ	Conventional	No prep	7	\$61,401,849	1.3%	4.1%
White mushrooms	16 OZ	Conventional	No prep	8	\$57,166,615	2.3%	3.8%
Portabella mushrooms	8 OZ	Conventional	No prep	9	\$50,545,045	1.4%	3.3%
White mushrooms	24 OZ	Organic	No prep	10	\$39,414,814	-2.8%	2.6%
Crimini/brown mushrooms	16 OZ	Conventional	No prep	11	\$36,287,665	-5.3%	2.4%
Crimini/brown mushrooms	16 OZ	Conventional	Sliced	12	\$32,281,667	-10.3%	2.1%
Crimini/brown mushrooms	8 OZ	Organic	No prep	13	\$25,635,926	-5.3%	1.7%
White mushrooms	Random	Conventional	No prep	14	\$25,056,930	-7.4%	1.7%
White mushrooms	8 OZ	Organic	No prep	15	\$24,791,487	-1.5%	1.6%
Crimini/brown mushrooms	24 OZ	Conventional	No prep	16	\$24,778,519	-27.7%	1.6%
White mushrooms	8 OZ	Organic	Sliced	17	\$17,997,150	-4.0%	1.2%
Shiitake mushrooms	5 OZ	Conventional	Sliced	18	\$16,161,912	-5.6%	1.1%
Shiitake mushrooms	5 OZ	Organic	Sliced	19	\$15,434,165	-11.4%	1.0%
White mushrooms	12 OZ	Conventional	Sliced	20	\$14,370,230	12.6%	1.0%
Total mushrooms	TOTAL	TOTAL	TOTAL	N/A	\$1,511,975,092	-2.1%	100.0%

Source: Circana, Integrated Fresh, Total US, MULO+ 52 weeks ending 1/26/2025

Unit View

Eight-ounce, white, whole mushrooms are the top seller in units, representing 17.6% of total fresh mushroom units, at 88 million in the past year. This is closely followed by eight-ounce, white, sliced mushrooms, representing 17.4% of total sales. Sliced and whole crimini mushrooms in eight-ounce packs are third and fourth, followed by portabellas. Out of the top 20 sellers, six are organic and eight are sliced versus whole.

The top 20 represent 83% of total fresh mushroom unit sales.

Fresh mushrooms	Package weight	Organic or conventional	Whole or prepared	Unit rank	Unit sales	% vs YA	Share of total units
White mushrooms	8 oz	Conventional	No prep	1	87,827,755	-0.8%	17.6%
White mushrooms	8 oz	Conventional	Sliced	2	86,907,634	-4.4%	17.4%
Crimini/brown mushrooms	8 oz	Conventional	Sliced	3	43,778,489	-4.1%	8.8%
Crimini/brown mushrooms	8 oz	Conventional	No prep	4	36,634,784	1.2%	7.3%
Portabella mushrooms	8 oz	Conventional	No prep	5	23,725,219	1.7%	4.8%
White mushrooms	16 oz	Conventional	Sliced	6	20,357,398	-10.6%	4.1%
Crimini/brown mushrooms	24 oz	Organic	No prep	7	15,607,275	11.2%	3.1%
White mushrooms	16 oz	Conventional	No prep	8	15,079,648	1.6%	3.0%
White mushrooms	24 oz	Conventional	No prep	9	14,219,048	2.7%	2.8%
White mushrooms	Random	Conventional	No prep	10	9,267,534	-6.7%	1.9%
White mushrooms	8 oz	Organic	No prep	11	8,770,277	-6.9%	1.8%
Crimini/brown mushrooms	16 oz	Conventional	No prep	12	8,464,567	-6.3%	1.7%
Crimini/brown mushrooms	8 oz	Organic	No prep	13	7,940,388	-5.0%	1.6%
White mushrooms	24 oz	Organic	No prep	14	7,084,159	-3.1%	1.4%
Crimini/brown mushrooms	16 oz	Conventional	Sliced	15	7,018,811	-10.7%	1.4%
White mushrooms	8 oz	Organic	Sliced	16	6,164,054	-10.5%	1.2%
Crimini/brown mushrooms	24 oz	Conventional	No prep	17	4,866,182	-34.0%	1.0%
White mushrooms	12 oz	Conventional	Sliced	18	4,389,154	7.1%	0.9%
Shiitake mushrooms	5 oz	Conventional	Sliced	19	3,200,096	-6.3%	0.6%
Shiitake mushrooms	5 oz	Organic	Sliced	20	2,801,284	-8.5%	0.6%
Total mushrooms	TOTAL	TOTAL	TOTAL	N/A	499,306,148	-2.7%	100.0%

Source: Circana, Integrated Fresh, Total US, MULO+ 52 weeks ending 1/26/2025

Volume View

Eight-ounce, white, whole mushrooms are the top seller in pounds, representing 13.2% of total fresh mushroom pounds sold at retail, at 44 million in the past year. This is closely followed by eight-ounce, white, sliced mushrooms, representing 13.0% of total sales. Whole and sliced crimini mushrooms in a 24-ounce and eight-ounce pack are third and fourth, followed by a 24-ounce whole white mushroom pack. Out of the top 20 sellers, six are organic and eight are sliced versus whole.

The top 20 represent 82% of total fresh mushroom pounds sales.

Fresh mushrooms	Package weight	Organic or conventional	Whole or prepared	Volume rank	Volume sales	% vs YA	Share of total volume
White mushrooms	8 oz	Conventional	No prep	1	43,913,877	-0.8%	13.2%
White mushrooms	8 oz	Conventional	Sliced	2	43,453,815	-4.4%	13.0%
Crimini/brown mushrooms	24 oz	Organic	No prep	3	23,410,912	11.2%	7.0%
Crimini/brown mushrooms	8 oz	Conventional	Sliced	4	21,889,245	-4.1%	6.6%
White mushrooms	24 oz	Conventional	No prep	5	21,328,573	2.7%	6.4%
White mushrooms	16 oz	Conventional	Sliced	6	20,357,220	-10.6%	6.1%
Crimini/brown mushrooms	8 oz	Conventional	No prep	7	18,317,392	1.2%	5.5%
White mushrooms	16 oz	Conventional	No prep	8	15,079,514	1.6%	4.5%
Portabella mushrooms	8 oz	Conventional	No prep	9	11,862,609	1.7%	3.6%
White mushrooms	24 oz	Organic	No prep	10	10,626,239	-3.1%	3.2%
Crimini/brown mushrooms	16 oz	Conventional	No prep	11	8,464,548	-6.3%	2.5%
Crimini/brown mushrooms	24 oz	Conventional	No prep	12	7,299,273	-34.0%	2.2%
Crimini/brown mushrooms	16 oz	Conventional	Sliced	13	7,018,811	-10.7%	2.1%
White mushrooms	Random	Conventional	No prep	14	4,911,303	-4.1%	1.5%
White mushrooms	8 oz	Organic	No prep	15	4,385,139	-6.9%	1.3%
Crimini/brown mushrooms	8 oz	Organic	No prep	16	3,970,194	-5.0%	1.2%
White mushrooms	12 oz	Conventional	Sliced	17	3,291,865	7.1%	1.0%
White mushrooms	8 oz	Organic	Sliced	18	3,082,027	-10.5%	0.9%
Shiitake mushrooms	5 oz	Conventional	Sliced	19	1,000,030	-6.3%	0.3%
Shiitake mushrooms	5 oz	Organic	Sliced	20	875,401	-8.5%	0.3%
Total mushrooms	TOTAL	TOTAL	TOTAL	N/A	333,292,163	-2.4%	100.0%

Source: Circana, Integrated Fresh, Total US, MULO+ 52 weeks ending 1/26/2025

Top Sellers in 2019

Eight-ounce, white, sliced mushrooms were the top seller in pounds in 2019, representing 16.1% of total fresh mushroom pounds sold at retail. This is compared to 13.0% today. White mushrooms were more dominant in 2019, taking up the number one, two, four and six slots in volume. While the whole versus sliced ratio as a percentage of dollar sales has remained the same at 46%/54%, a greater share of dollar sales were generated by organic mushrooms. Organic represented 11% of dollar sales in 2019 and 14% today.

The top 20 represent 85% of total fresh mushroom pounds sales in 2019.

Fresh mushrooms	Package weight	Organic or conventional	Whole or prepared	Dollar sales	Unit sales	Volume sales	Share of volume sales
White mushrooms	8 oz	Conventional	Sliced	\$214,905,786	108,405,797	54,222,521	16.1%
White mushrooms	8 oz	Conventional	No prep	\$161,734,549	91,270,898	45,644,847	13.5%
Crimini/brown mushrooms	8 oz	Conventional	Sliced	\$104,370,496	43,491,383	21,745,692	6.5%
White mushrooms	16 oz	Conventional	Sliced	\$89,183,852	31,814,797	31,811,648	9.4%
Crimini/brown mushrooms	8 oz	Conventional	No prep	\$56,898,004	25,421,763	12,710,882	3.8%
White mushrooms	24 oz	Conventional	No prep	\$51,969,906	12,467,173	18,693,173	5.5%
Portabella mushrooms	8 oz	Conventional	No prep	\$50,187,521	25,397,344	12,698,672	3.8%
Crimini/brown mushrooms	24 oz	Organic	No prep	\$49,511,127	9,043,435	13,565,152	4.0%
White mushrooms	16 oz	Conventional	No prep	\$48,279,373	14,851,280	14,843,236	4.4%
White mushrooms	Random	Conventional	No prep	\$35,447,220	14,650,977	7,332,626	2.2%
White mushrooms	24 oz	Organic	No prep	\$28,796,469	5,752,877	8,629,315	2.6%
Crimini/brown mushrooms	16 oz	Conventional	No prep	\$25,458,178	7,348,154	7,348,154	2.2%
Crimini/brown mushrooms	8 oz	Organic	No prep	\$24,877,463	9,007,455	4,503,727	1.3%
White mushrooms	8 oz	Organic	No prep	\$22,641,384	9,084,241	4,542,120	1.3%
Crimini/brown mushrooms	24 oz	Conventional	No prep	\$21,629,379	4,978,657	7,467,986	2.2%
White mushrooms	8 oz	Organic	Sliced	\$20,870,473	8,027,796	4,013,898	1.2%
Crimini/brown mushrooms	16 oz	Conventional	Sliced	\$20,544,126	5,501,950	5,501,950	1.6%
Shiitake mushrooms	5 oz	Conventional	Sliced	\$20,518,874	4,568,442	1,427,638	0.4%
Crimini/brown mushrooms	Random	Conventional	No prep	\$19,185,473	9,602,538	4,512,645	1.3%
White mushrooms	10 oz	Conventional	No prep	\$13,265,842	5,682,318	3,551,450	1.1%
Total mushrooms	TOTAL	TOTAL	TOTAL	N/A	333,292,163	-2.4%	100.0%

Source: Circana, Integrated Fresh, Total US, MULO+, calendar year 2019

Top Sellers in Specialty and Mixed Variety Mushrooms

Five-ounce, shiitake mushrooms are the top seller in dollars, units and pounds among the specialty and mixed variety packs. An eight-ounce mixed variety pack is the number two seller, at \$10 million.

Fresh mushrooms	Package weight	Dollar sales	% change vs. YA	Unit sales	% Change vs. YA	Volume sales	% sales vs. YA
Shiitake mushrooms	5 oz	\$31,604,383	-8.6%	6,002,895	-7.4%	1,875,905	-7.4%
Mixed fresh mushrooms	8 oz	\$10,014,629	35.1%	1,109,042	51.8%	554,521	51.8%
Shiitake mushrooms	3.5 oz	\$7,688,481	-14.2%	1,704,725	-16.4%	373,533	-16.4%
Mixed fresh mushrooms	4 oz	\$4,413,940	-18.1%	1,143,438	-17.1%	285,860	-17.1%
Shiitake mushrooms	4 oz	\$3,856,076	36.6%	861,759	26.7%	215,440	26.7%
Oyster mushrooms	4 oz	\$3,828,790	159.3%	830,233	92.5%	207,558	92.5%
Shiitake mushrooms	10 oz	\$3,562,554	22.4%	479,198	28.8%	299,498	28.8%
Shiitake mushrooms	Random	\$2,841,712	-2.8%	785,750	-4.7%	410,657	-3.3%

Source: Circana, Integrated Fresh, Total US, MULO+ 52 weeks ending 1/26/2025