

2025

WEEK-BY-WEEK SALES PATTERNS BY PACK SIZE

Comparing fresh mushroom sales patterns by week, region, and pack size to understand widely varying sales patterns across the country and calendar

DEVELOPED BY:

The Mushroom Council

mushroomcouncil.org

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Based on Circana, Integrated Fresh, 52 w.e. 5/18/2025



Introduction

Nationwide, 8- and 24- and 16-ounce packages represent the most commonly sold pack types.

- 8-ounce packages represent 47.0% of total volume sold in an average week.
- 24-ounce package represent 21.7% of total volume in a typical week.
- 16-ounce packages account for 17.3% of total fresh mushroom volume in an average week.

However, nationwide numbers wash out trends at the regional level with different traditions offsetting patterns from one region to the next. Likewise, package trends vary by week and type. When looking at sales patterns over a 52-, 26-, 13- or even 4-week period means different pack size patterns will offset each other to a blended average. Yet, there is much to be gained from the detail.

This analysis and the accompanying spreadsheet take a look at patterns by:

- a) Region
- b) Type
- c) Week by week
- d) Pack size for the most common ones: 8, 24, 16, 6, 12 and 10 ounces

This allows for a much more granular look at sales patterns that show true demand/sales spikes and dips that vary widely. For instance:

- Holiday periods have an above-average share of 16- and 24-ounce packages.
- 8-ounce is the steady, year-round performer.
- Regionally, the Northeast sees a strong 8-ounce uptick for holidays such as Father's Day and Memorial Day whereas Thanksgiving and Christmas sees a spike in 16- and 24-ounce packages.
- In mushroom-loving regions, such as California, 16- and 24-ounce packages have a much greater share of sales during everyday and holiday weeks.

This type of information could be a catalyst to aim for higher spikes during similar, secondary holidays at different times of the year as well as align assortment and promotional activity with demand by pack size and type.



Vastly different pack size sales patterns by region

Mushroom-forward regions lean towards larger pack sizes

Total mushroom volume share by pack size and region in an average week



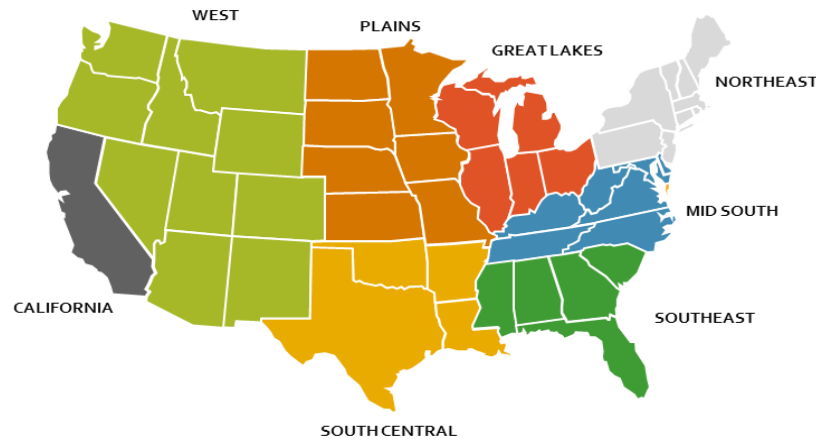
	8-ounce	24-ounce	16-ounce	12-ounce	10-ounce
Total U.S.	47.0%	21.7%	17.3%	1.8%	2.2%
California	35.6%	33.4%	12.2%	<1.0%	1.3%
Great Lakes	58.3%	16.0%	19.6%	<1.0%	<1.0%
Mid-South	55.7%	18.1%	16.5%	1.1%	1.1%
Northeast	42.5%	22.0%	9.3%	1.6%	10.8%
Plains	59.0%	19.9%	16.4%	<1.0%	<1.0%
Southcentral	48.3%	24.6%	22.4%	<1.0%	<1.0%
Southeast	43.4%	16.4%	26.8%	6.0%	<1.0%
West	41.0%	24.8%	17.6%	1.1%	<1.0%

■ Under index ■ Over index

Varying patterns by type of mushrooms

For instance, the share for white 8-ounce packages ranges from 40.6% to 65.0%

White mushroom volume share by pack size and region in an average week



	8-ounce	24-ounce	16-ounce	12-ounce	10-ounce
Total U.S.	51.0%	17.5%	20.3%	2.5%	1.5%
California	39.4%	30.1%	13.5%	<1%	<1%
Great Lakes	65.0%	11.0%	21.9%	0.8%	<1%
Mid-South	59.3%	14.6%	20.7%	1.9%	<1%
Northeast	48.0%	21.7%	9.3%	3.0%	8.1%
Plains	64.6%	13.9%	19.1%	<1%	<1%
Southcentral	53.5%	19.1%	25.3%	<1%	<1%
Southeast	40.6%	11.5%	33.5%	9.4%	<1%
West	47.2%	19.4%	19.1%	<1%	<1%

■ Under index ■ Over index

Pack sizes also have strong week-by-week variation

Holidays prompt a spike in larger pack sizes; much greater variation by region and type

Total U.S. Total mushrooms — volume

- Major holiday
- Secondary holiday
- Everyday weeks

	New Year's					Valentine's Day										Easter				Mother's Day				Memorial Day				Father's Day			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26					
	w.e.01-05-25	w.e.01-12-25	w.e.01-19-25	w.e.01-26-25	w.e.02-02-25	w.e.02-09-25	w.e.02-16-25	w.e.02-23-25	w.e.03-02-25	w.e.03-09-25	w.e.03-16-25	w.e.03-23-25	w.e.03-30-25	w.e.04-06-25	w.e.04-13-25	w.e.04-20-25	w.e.04-27-25	w.e.05-04-25	w.e.05-11-25	w.e.05-18-25	w.e.05-26-24	w.e.06-02-24	w.e.06-09-24	w.e.06-16-24	w.e.06-23-24	w.e.06-30-24					
8-ounce index	99	102	101	103	102	101	103	103	105	104	101	101	103	103	100	97	101	99	99	99	97	100	104	100	99	101					
24-ounce index	98	103	102	100	103	104	98	104	104	104	107	103	103	99	107	105	95	100	96	96	97	92	94	95	95	95					
16-ounce index	105	96	101	92	92	92	102	90	90	93	94	99	93	102	96	102	105	100	110	110	109	101	99	104	108	99					

	July 4th									Labor Day											Thanksgiving				Xmas	
	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
	w.e.07-07-24	w.e.07-14-24	w.e.07-21-24	w.e.07-28-24	w.e.08-04-24	w.e.08-11-24	w.e.08-18-24	w.e.08-25-24	w.e.09-01-24	w.e.09-08-24	w.e.09-15-24	w.e.09-22-24	w.e.09-29-24	w.e.10-06-24	w.e.10-13-24	w.e.10-20-24	w.e.10-27-24	w.e.11-03-24	w.e.11-10-24	w.e.11-17-24	w.e.11-24-24	w.e.12-01-24	w.e.12-08-24	w.e.12-15-24	w.e.12-22-24	w.e.12-29-24
8-ounce index	99	100	105	100	101	100	101	99	99	102	99	102	100	99	100	103	100	101	104	101	93	86	104	101	90	89
24-ounce index	94	95	93	95	97	96	97	98	100	92	100	99	98	105	98	99	99	100	100	103	107	106	101	105	114	103
16-ounce index	104	107	98	103	100	102	100	107	99	105	98	98	107	100	105	95	104	94	93	95	101	109	92	95	94	111

- Over index
- Under index

Patterns vary widely by mushroom types

Larger packages have added spikes during Mother's Day and Memorial Day

Total U.S. white mushrooms — volume

- Major holiday
- Secondary holiday
- Everyday weeks

	New Year's					Valentine's Day										Easter			Mother's Day		Memorial Day			Father's Day			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
	w.e.01-05-25	w.e.01-12-25	w.e.01-19-25	w.e.01-26-25	w.e.02-02-25	w.e.02-09-25	w.e.02-16-25	w.e.02-23-25	w.e.03-02-25	w.e.03-09-25	w.e.03-16-25	w.e.03-23-25	w.e.03-30-25	w.e.04-06-25	w.e.04-13-25	w.e.04-20-25	w.e.04-27-25	w.e.05-04-25	w.e.05-11-25	w.e.05-18-25	w.e.05-26-24	w.e.06-02-24	w.e.06-09-24	w.e.06-16-24	w.e.06-23-24	w.e.06-30-24	
8-ounce index	99	103	101	102	101	103	100	104	105	105	100	101	105	102	100	96	101	99	97	99	98	101	105	100	100	104	
24-ounce index	94	101	98	100	103	103	98	103	104	104	107	100	99	97	107	111	92	98	95	95	97	91	96	97	95	95	
16-ounce index	108	96	105	95	93	93	108	90	92	92	95	103	92	106	95	99	108	99	115	112	110	99	97	102	109	96	

	July 4th									Labor Day											Thanksgiving				Xmas	
	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
	w.e.07-07-24	w.e.07-14-24	w.e.07-21-24	w.e.07-28-24	w.e.08-04-24	w.e.08-11-24	w.e.08-18-24	w.e.08-25-24	w.e.09-01-24	w.e.09-08-24	w.e.09-15-24	w.e.09-22-24	w.e.09-29-24	w.e.10-06-24	w.e.10-13-24	w.e.10-20-24	w.e.10-27-24	w.e.11-03-24	w.e.11-10-24	w.e.11-17-24	w.e.11-24-24	w.e.12-01-24	w.e.12-08-24	w.e.12-15-24	w.e.12-22-24	w.e.12-29-24
8-ounce index	100	100	105	99	103	99	102	99	102	104	101	100	99	99	99	103	99	101	106	103	92	83	103	100	89	87
24-ounce index	95	96	96	96	98	98	97	97	101	90	101	103	98	105	98	100	99	100	99	102	108	107	102	109	115	101
16-ounce index	102	108	96	101	98	99	98	109	96	103	94	98	109	100	105	95	105	93	91	93	105	105	92	95	93	110

- Over index
- Under index



Patterns vary even more by region

Crimini mushrooms in the Northeast, for instance, show a gap between Mother's day and Father's Day between 8-ounce and larger pack sizes

Northeast crimini mushrooms — volume

Major holiday

Secondary holiday

Everyday weeks

	New Year's					Valentine's Day												Easter				Mother's Day			Memorial Day					Father's Day			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26							
	w.e.01-05-25	w.e.01-12-25	w.e.01-19-25	w.e.01-26-25	w.e.02-02-25	w.e.02-09-25	w.e.02-16-25	w.e.02-23-25	w.e.03-02-25	w.e.03-09-25	w.e.03-16-25	w.e.03-23-25	w.e.03-30-25	w.e.04-06-25	w.e.04-13-25	w.e.04-20-25	w.e.04-27-25	w.e.05-04-25	w.e.05-11-25	w.e.05-18-25	w.e.05-26-24	w.e.06-02-24	w.e.06-09-24	w.e.06-16-24	w.e.06-23-24	w.e.06-30-24							
8-ounce index	94	108	102	101	97	101	105	98	99	91	98	101	104	101	101	103	103	89	89	98	91	101	92	112	99	95							
24-ounce index	102	94	105	94	104	83	93	99	101	95	104	99	102	101	105	100	103	117	112	111	108	96	101	93	96	99							
16-ounce index	101	99	102	102	111	84	106	99	109	127	112	96	104	95	100	91	89	99	94	98	98	105	106	95	102	101							

	July 4th										Labor Day											Thanksgiving				Xmas	
	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	
	w.e.07-07-24	w.e.07-14-24	w.e.07-21-24	w.e.07-28-24	w.e.08-04-24	w.e.08-11-24	w.e.08-18-24	w.e.08-25-24	w.e.09-01-24	w.e.09-08-24	w.e.09-15-24	w.e.09-22-24	w.e.09-29-24	w.e.10-06-24	w.e.10-13-24	w.e.10-20-24	w.e.10-27-24	w.e.11-03-24	w.e.11-10-24	w.e.11-17-24	w.e.11-24-24	w.e.12-01-24	w.e.12-08-24	w.e.12-15-24	w.e.12-22-24	w.e.12-29-24	
8-ounce index	97	96	103	99	96	101	101	108	99	102	97	114	114	110	111	113	112	109	109	99	90	86	99	101	82	86	
24-ounce index	100	103	94	99	96	96	96	96	96	98	99	93	93	94	94	90	96	94	96	99	114	106	103	101	122	107	
16-ounce index	109	102	109	105	91	111	114	94	99	105	110	98	96	89	99	85	95	88	96	94	92	110	95	97	94	108	

Over index

Under index

How-To Tutorial

1. Download the [Excel spreadsheet](#).
2. Select the level of interest, either total U.S. or a specific region.
3. Once within a region (or the country) you will see the 52 weeks side-by-side, with major and minor holiday weeks highlighted in dark and lighter green.
 - Holidays that fall on a Sunday tend to have a clearer picture of the increase in larger pack sizes during the preceding weeks, with the majority of stock up trips still taking place on Saturday and Sunday.
 - Holidays that fall in the middle of the week tend to have sales spread out between the two preceding weeks as the holiday basket is now spread out between the preceding stock up trip and a mid-week holiday trip.
4. Starting in row 38 you will see how each week compares to the average week for total, white, crimini and portabella mushrooms.
5. The shares are automatically color-coded, whereby:
 - Black represents a value that's neither significantly higher or lower than an average week.
 - Green represents an index that is significantly higher than an average week.
 - Red represents a week that is substantially lower than the average week for that mushroom type/package size.
6. Understanding patterns by region, type and week allows for much more granular category management decisions and help uncover untapped opportunities.
 - Are there package size gaps in under or over indexing regions. For instance, an over-indexing region aligns better with larger pack sizes. An under indexing region may find benefit in 10- or 12-ounce packages
 - What mushrooms and pack type drive the spike around secondary and/or primary holidays from a merchandising/marketing perspective. For instance, is there opportunity in driving larger pack sizes for Father's Day?
 - Which secondary holidays are growth opportunities and for what type of mushroom. For instance, in the Northeast, the 8-ounce rules Father's Day (steak focused) but 16 and 24 ounce rule the big grilling holidays when burgers are front and center
7. This same analysis can very easily be done at the market level or in a custom aggregate of markets. Please [contact our team](#) if you want to receive more information.

