

2025

WEEK-BY-WEEK SALES PATTERNS BY TYPE

Comparing fresh mushroom sales patterns by week, region and type 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

Looking at nationwide, total mushroom sales allows us to understand the overall size and trajectory of the category at retail. However, nationwide numbers wash out trends at the regional levels with different traditions offsetting patterns from one region to the next.

Likewise, looking at the size and trajectory of the category and varieties over a 52-, 26-, 13- or even 4-week period means high- and low-volume weeks will offset each other to, at most, slightly elevated or lower averages.

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

- a) Region
- b) Type
- c) Week by week

This allows for a much more granular look at sales patterns that show true demand/sales spikes that vary widely by region and week. For instance, it shows the importance of holidays that prompt meaningful spikes for fresh mushroom sales at retail. This type of information could be a catalyst to aim for higher spikes during similar, secondary holidays at different times of the year.

Regionally, it shows that mushroom-loving regions, including the West, California and the Northeast are more likely to purchase crimini mushrooms and are early adopters of specialty mushrooms.

It also shows very different weekly patterns for white, crimini, portabella and specialty mushrooms. For instance, portabella mushrooms thrive during grilling season while specialty mushrooms thrive in the fall and winter months as cooking moves from the grill to soups, stews, sauces and other cold-weather meals.



Varying mushroom engagement by region

Mushroom-forward regions are California, Great Lakes, Northeast and West



Region	Share of vegetable dollars	Share of mushroom dollars	Share of vegetable pounds	Share of mushroom pounds
California	12.0%	14.2%	11.0%	12.7%
Great Lakes	13.4%	15.0%	14.3%	14.9%
Mid-South	13.1%	11.4%	13.4%	11.9%
Northeast	17.3%	17.4%	16.0%	17.6%
Plains	6.6%	6.4%	7.0%	6.5%
Southcentral	9.0%	6.8%	10.6%	7.7%
Southeast	15.5%	13.4%	14.8%	14.9%
West	13.1%	15.3%	13.0%	13.9%

Under index Over index



Patterns even vary more by type

Mushroom-loving regions over index for crimini and specialty

	Dollar sales				
Region	Share of total mushrooms	Share of white mushrooms	Share of crimini mushrooms	Share of portabella mushrooms	Share of specialty mushrooms
California	14.2%	13.7%	15.8%	7.7%	16.7%
Great Lakes	15.0%	15.9%	14.6%	15.2%	10.3%
Mid-South	11.4%	10.9%	11.7%	11.4%	13.6%
Northeast	17.4%	16.2%	16.2%	25.5%	23.1%
Plains	6.4%	6.4%	6.6%	8.7%	3.4%
Southcentral	6.8%	7.1%	7.2%	6.3%	4.1%
Southeast	13.4%	15.1%	10.6%	16.7%	12.3%
West	15.3%	14.6%	17.4%	8.5%	16.6%

■ Under index ■ Over index



Portabellas show the greatest variation

While on a small scale, specialty shows the early adopter curve

	Volume sales				
Region	Share of total mushrooms	Share of white mushrooms	Share of crimini mushrooms	Share of portabella mushrooms	Share of specialty mushrooms
California	12.7%	12.1%	14.6%	6.0%	16.1%
Great Lakes	14.9%	15.4%	14.1%	16.3%	10.4%
Mid-South	11.9%	11.7%	11.9%	12.0%	13.6%
Northeast	17.6%	16.7%	16.6%	27.3%	26.9%
Plains	6.5%	6.2%	6.6%	9.8%	2.6%
Southcentral	7.7%	7.8%	8.1%	6.1%	4.0%
Southeast	14.9%	17.0%	11.5%	16.4%	10.2%
West	13.9%	13.1%	16.5%	6.1%	16.2%

■ Under index ■ Over index

Thanksgiving, Christmas, New Years and early January are our best weeks

- Major holiday
- Secondary holiday
- Everyday weeks

Share of salesShare of sales

Source: Circana, Integrated Fresh, Total US and regions, 52 w.e. 5/18/2025

Patterns vary widely by mushroom types

Taking portabellas as an example, the summer weeks rock

Total U.S. Portabella 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			
Share of sales		6.1%	5.8%	6.0%	6.8%	7.0%	5.9%	6.7%	6.2%	6.9%	6.8%	6.5%	5.9%	6.0%	7.3%	6.9%	6.3%	7.2%	6.8%	7.3%	7.5%	7.6%	7.6%	8.0%	7.5%	7.3%	7.2%			
Index to avg		91	86	90	101	105	88	100	93	103	102	96	88	90	108	103	94	108	101	109	112	113	114	120	111	110	108			
		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			
Share of sales		8.3%	7.6%	8.6%	7.5%	7.1%	7.1%	7.1%	6.8%	6.9%	6.5%	6.1%	7.8%	6.1%	5.9%	6.1%	6.9%	6.4%	6.0%	6.4%	6.0%	5.8%	5.1%	7.0%	6.8%	5.7%	5.4%			
Index to avg		124	114	128	113	106	106	105	101	103	97	91	116	91	88	91	102	95	90	95	90	86	76	104	101	85	81			

- Over index
- Under index



Patterns vary even more by region

The Northeast, for example, has Easter and Valentine's Day spikes

Northeast 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		
	Share of sales	2.1%	2.1%	2.1%	2.0%	2.0%	2.1%	2.0%	1.9%	1.9%	2.0%	1.9%	1.8%	1.9%	2.0%	1.9%	2.1%	1.8%	1.7%	1.8%	1.7%	1.9%	1.7%	1.9%	1.9%	1.7%	1.7%	
Index to avg	111	109	111	105	103	111	102	101	99	104	96	95	97	102	101	109	91	91	95	90	96	90	101	98	89	89		

	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											
	Share of sales	1.9%	1.7%	1.7%	1.7%	1.7%	1.8%	1.7%	1.7%	1.7%	1.9%	1.8%	1.8%	1.9%	1.9%	1.8%	1.9%	1.8%	1.8%	2.0%	1.9%	2.1%	3.0%	1.9%	1.9%	2.3%	2.7%										
	Index to avg	97	87	90	87	88	91	88	90	90	99	94	96	98	100	95	100	95	96	103	101	111	157	97	98	122	141										

- 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 spike just in that preceding week, 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 17 you will see how each week compares to the average week for total, white, crimini, portabella and specialty 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.
6. Understanding patterns by region, type and week allows for much more granular category management decisions and help uncover untapped opportunities.
 - Which regions over index for what mushroom type and when. For instance, portabellas spike during the grilling season. Can keeping them in stock throughout the year help drive sales? Are the under indexing regions (California, West and Southwest) opportunities for growth?
 - What mushrooms drive the spike around primary holidays from a merchandising/marketing perspective. For instance, in the Northeast, white mushrooms drive the Thanksgiving and Christmas spikes due to light mushroom households entering the category and retailers bringing in 40-ounce packs of white mushrooms.
 - Which secondary holidays are growth opportunities and for what type of mushroom. For instance, Easter and Valentine's Day show promise in some regions.
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.

