



H2 2024-H1 2025

Fresh Mushroom Purchase Dynamics

An in-depth look at fresh mushroom trips, purchase size and household penetration



Mushroom Household Penetration at Retail

The share of U.S. households purchasing fresh mushrooms in the produce department continues to decline. In 2021, more than half of households bought fresh mushrooms in the store at least once a year. Over the past year, this share has dropped to 47.4%. While the rate of decline has slowed, household penetration remains the main driver of the decrease in volume sales seen these past few years. Please note mushrooms sold as part of kebobs or mixed vegetable kits are not included in these numbers. Restaurant foodservice is also not accounted for in these numbers.

Year	% HH Buying
2021	50.4%
2022	49.1%
2023	48.3%
2024	47.9%
2025	47.4%

Further details include:

- White mushrooms have the highest household penetration but also the most erosion. This is likely due to light mushroom consumers, who are most likely to purchase white mushrooms, dropping out of the category.
- Crimini/baby bella mushrooms have the second-highest household penetration. While crimini mushrooms enjoyed stable household penetration for several years, it too experienced declines.
- Portabellas are purchased by 8.0% of households, down nearly a full point.
- Shiitakes have the highest penetration of the small varieties, at 2.7%. However, it is likely that exotic mushrooms are purchased through other outlets that go unmeasured such as farmers’ markets, specialty stores, Asian stores, etc.

Product	% HH Buying	% HH Buying Change vs YA	% HH Buying Change vs 2 YA
Produce department	99.0%	+0.1%	+0.2%
Fresh vegetables	97.8%	+0.0%	+0.0%
Fresh cooking vegetables	89.6%	-0.4%	-0.3%
Fresh mushrooms	47.4%	-1.1%	-2.0%
White fresh mushrooms	34.9%	-0.8%	-1.7%
Crimini/brown fresh mushrooms	24.4%	-0.4%	-0.9%
Portabella fresh mushrooms	8.0%	-0.9%	-1.4%
Random weight fresh mushrooms	6.8%	-0.4%	-1.2%
Shiitake fresh mushrooms	2.7%	-0.1%	-0.4%
Mixed fresh mushrooms	0.9%	-0.1%	0.0%
All other fresh mushrooms	0.8%	+0.1%	0.0%
Oyster fresh mushrooms	0.5%	-0.1%	-0.1%
Chanterelle fresh mushrooms	0.2%	--	--

Source: Circana, Integrated Fresh Household Panel, all outlets, 52 weeks ending 6/29/2025



Mushroom Trips per Buyer at Retail

Consumers are shopping for fresh produce more often. Over the past year, shoppers purchased fresh produce 86 times, up 3.6% year-on-year. Fresh vegetables did not see quite the same increase, at +1.9%, and mushroom trips were flat year-over-year. It is important to keep in mind that these are averages across light, medium and heavy buyers.

- Compared to two years ago, mushroom trips decreased by 0.1, for all intents and purposes, a rounding error.
- Consumers who buy mushrooms buy an average of nearly eight times per year.
- White mushrooms are purchased the most frequently, but trips did decline by about 1%.
- Crimini/brown mushrooms are purchased more often, just like portabella mushrooms.
- Random weight mushrooms, less than 5% of all mushroom sales, continued to see fewer trips.
- Most specialty mushrooms were purchased just once or twice a year, on average.

Product	Product Trips per Buyer	Product Trips per Buyer Change vs YA	Product Trips per Buyer % Change vs YA	Product Trips per Buyer Change vs 2YA	Product Trips per Buyer % Change vs 2YA
Produce department	85.7x	+2.9	+3.6%	+4.4	+5.4%
Fresh vegetables	57.5x	+1.1	+1.9%	+1.6	+2.9%
Fresh cooking vegetables	21.8x	+0.4	+2.0%	+0.8	+3.8%
Fresh mushrooms	7.8x	+0.0	-0.1%	-0.1	-0.9%
White fresh mushrooms	5.6x	-0.1	-0.9%	-0.1	-1.6%
Crimini/brown fresh mushrooms	4.7x	+0.0	+0.7%	+0.1	+2.0%
Portabella fresh mushrooms	3.5x	+0.2	+5.3%	+0.3	+10.2%
Random weight fresh mushrooms	2.1x	-0.1	-4.9%	+0.0	-0.8%
Shiitake fresh mushrooms	3.2x	-0.1	-2.4%	+0.2	+5.1%
Mixed fresh mushrooms	2.1x	-0.2	-7.9%	-0.1	-2.5%
All other fresh mushrooms	1.7x	-0.1	-7.7%	+0.0	+1.9%
Oyster fresh mushrooms	1.8x	+0.1	+7.5%	+0.3	+15.8%
Chanterelle fresh mushrooms	2.2x	--	--	--	--

Source: Circana, Integrated Fresh Household Panel, all outlets, 52 weeks ending 6/29/2025



Mushroom Dollars per Trip at Retail

Unlike other grocery categories, fresh vegetables have experienced deflation over the past year. Fresh mushroom prices have seen slight ups and downs. On average, consumers spent \$3.24 when buying mushrooms. This is down about four cents from year-ago levels and five cents compared to two years ago.

- The mushroom average of \$3.24 was slightly higher than the average across all cooking vegetables.
- The average trip amount was highest for chanterelle, followed by mixed fresh mushrooms and shiitake.
- The average ring for crimini mushrooms was also higher than that of white mushrooms, at \$3.60.

Product	Dollars per Trip	Dollars per Trip Change vs YA	Dollars per Trip % Change vs YA	Dollars per Trip Change vs 2 YA	Dollars per Trip % Change vs 2 YA
Produce department	\$9.07	\$0.04	+0.4%	\$0.08	+1.3%
Fresh vegetables	\$6.34	-\$0.07	-1.1%	-\$0.09	-1.4%
Fresh cooking vegetables	\$3.15	-\$0.01	-0.2%	\$0.00	-0.1%
Fresh mushrooms	\$3.24	-\$0.04	-1.2%	-\$0.05	-1.6%
White fresh mushrooms	\$2.88	-\$0.02	-0.7%	-\$0.05	-1.6%
Crimini/brown fresh mushrooms	\$3.60	-\$0.07	-1.9%	-\$0.11	-3.0%
Portabella fresh mushrooms	\$2.95	-\$0.05	-1.5%	-\$0.20	-6.2%
Random weight fresh mushrooms	\$2.99	\$0.02	+0.6%	\$0.05	+1.5%
Shiitake fresh mushrooms	\$6.09	\$0.07	+1.1%	\$0.09	+1.5%
Mixed fresh mushrooms	\$6.37	\$0.60	+10.3%	\$0.94	+17.2%
All other fresh mushrooms	\$4.74	\$0.02	+0.5%	\$0.30	+6.9%
Oyster fresh mushrooms	\$5.93	\$0.77	+15.0%	\$1.28	+27.5%
Chanterelle fresh mushrooms	\$14.66	--	--	--	--

Source: Circana, Integrated Fresh Household Panel, all outlets, 52 weeks ending 6/29/2025



Mushroom Units per Trip at Retail

Most mushroom buying trips include one package/unit of mushrooms per visit. Because of this, the changes over time are minuscule even if percentages show shifts.

Product	Unit Sales per Trip	Unit Sales per Trip Change vs YA	Unit Sales per Trip % Change vs YA	Unit Sales per Trip Change vs 2 YA	Unit Sales per Trip % Change vs 2 YA
Produce department	3.1	-0.1	-1.3%	-0.1	-1.6%
Fresh vegetables	2.4	-0.1	-1.0%	-0.0	-1.5%
Fresh cooking vegetables	1.3	-0.0	-0.6%	-0.0	-0.7%
Fresh mushrooms	1.2	-0.0	-1.0%	-0.0	-0.2%
White fresh mushrooms	1.2	-0.0	-0.4%	-0.0	-0.5%
Crimini/brown fresh mushrooms	1.1	-0.0	-0.7%	+0.0	+0.1%
Portabella fresh mushrooms	1.3	-0.0	-0.9%	+0.0	+1.9%
Random weight fresh mushrooms	1.1	-0.0	-0.6%	+0.0	+0.0%
Shiitake fresh mushrooms	1.2	-0.0	-1.8%	-0.0	-3.0%
Mixed fresh mushrooms	1.1	+0.0	+2.0%	+0.0	+0.8%
All other fresh mushrooms	1.4	-0.0	-2.6%	+0.1	+6.6%
Oyster fresh mushrooms	1.4	+0.1	+10.7%	+0.2	+15.0%
Chanterelle fresh mushrooms	1.1	--	--	--	--

Source: Circana, Integrated Fresh Household Panel, all outlets, 52 weeks ending 6/29/2025



Mushroom Annual Spend per Buyer at Retail

Combining household penetration, trips and purchase size has resulted in consumers spending \$26.40 more on overall fresh produce in the past year. Most of those gains came from fruit. The annual spend per buyer for vegetables rose less than \$3.

With slight declines in trips and transaction size, mushroom households spent \$0.40 less on mushrooms this year, which reflects a decrease of 1.6%. Combined with losing households, the category has experienced volume sales losses over the past few years.

- The average annual per household spend for crimini mushrooms exceeded that of white mushrooms, at \$17.09 versus \$16.10. This is due to a slightly higher price per pound, yet lower household penetration when compared to white mushrooms.
- Shiitake, though purchased by a very small share, have the highest annual spend, at \$19.24.
- White mushrooms are the third highest in average annual spend and have the highest household penetration and trip frequency.
- Mixed mushroom packages are an up-and-comer, reaching an average per household spend of \$13.57.

Product	Dollars per Buyer	Dollars per Buyer Change vs YA	Dollars per Buyer % Change vs YA	Dollars per Buyer Change vs 2 YA	Dollars per Buyer % Change vs 2 YA
Produce department	\$776.50	+\$26.40	+3.5%	+\$45.73	+6.3%
Fresh vegetables	\$364.85	+\$2.91	+0.8%	+\$5.29	+1.5%
Fresh cooking vegetables	\$68.52	+\$1.18	+1.8%	+\$2.46	+3.7%
Fresh mushrooms	\$25.14	-\$0.41	-1.6%	-\$0.65	-2.5%
White fresh mushrooms	\$16.10	-\$0.27	-1.6%	-\$0.53	-3.2%
Crimini/brown fresh mushrooms	\$17.09	-\$0.21	-1.2%	-\$0.18	-1.0%
Portabella fresh mushrooms	\$10.44	+\$0.37	+3.7%	+\$0.34	+3.4%
Random weight fresh mushrooms	\$6.15	-\$0.28	-4.3%	+\$0.04	+0.7%
Shiitake fresh mushrooms	\$19.24	-\$0.25	-1.3%	+\$1.22	+6.8%
Mixed fresh mushrooms	\$13.57	+\$0.22	+1.6%	+\$1.70	+14.3%
All other fresh mushrooms	\$7.92	-\$0.61	-7.2%	+\$0.65	+8.9%
Oyster fresh mushrooms	\$10.88	\$2.08	+23.6%	+\$3.51	+47.6%
Chanterelle fresh mushrooms	\$32.25	--	--	--	--

Source: Circana, Integrated Fresh Household Panel, all outlets, 52 weeks ending 6/29/2025



Questions?

For more information, contact the Mushroom Council:
info@mushroomcouncil.org.