



MUSHROOM  
COUNCIL



2025

# Thanksgiving Week Sales and Performance Review

Sales, shares and performance by type and package size

# Thanksgiving Week Sales Review

## Sales Results

Mushroom seasonality remains intact despite the recent down results.

- Mushroom sales still surge during holiday weeks, especially Thanksgiving, Christmas and New Year's.
- Spring sees brief stabilization but no true recovery.
- Summer still presents a sales slump with the week ending June 29, 2025 being the low point, at 5.58 million pounds.
  - This is 22% below the week of Thanksgiving.

The week leading up to the Thanksgiving holiday (the week ending November 30, 2025), is the **single-largest volume week of all of 2025 thus far**. Only the weeks leading up to Christmas and New Year's are typically bigger.

- Thanksgiving retail volume was 7.2 million pounds compared to the total year average weekly volume of 6.2 million pounds.
- **Thanksgiving week runs about 15.5% above a normal week (index of 115).**
- Despite this strength year-over-year volume was still down 2.7%, meaning that even one of the biggest demand weeks could not completely overcome category softness seen all year.
- That said, the -2.7% is far more favorable than the 5-6% volume declines seen earlier in the month of November.
- Holidays remain a time when traditions overwrite money-saving measures and other new grocery shopping/meal patterns.

Week ending 11/30/2025	Dollars	Dollar share	\$ sales vs. YA	\$ sales vs. 3YA	Volume (lbs)	Lbs share	Lbs vs. YA	Lbs vs. 3YA
<b>Total fresh mushrooms</b>	<b>\$31,903,064</b>	<b>100.0%</b>	<b>-3.4%</b>	<b>8.3%</b>	<b>7,185,797</b>	<b>100.0%</b>	<b>-2.7%</b>	<b>11.6%</b>
White mushrooms	\$15,619,458	49.0%	-6.4%	6.8%	3,964,801	55.2%	-6.9%	7.3%
Crimini mushrooms	\$11,898,093	37.3%	0.2%	12.8%	2,679,758	37.3%	3.8%	20.3%
Portabella mushrooms	\$1,773,417	5.6%	-8.5%	-8.2%	341,737	4.8%	-3.9%	-0.3%
Specialty mushrooms	\$2,612,095	8.2%	3.0%	11.7%	199,502	2.8%	5.2%	16.5%

Source: Circana, Integrated Fresh, MULO+, week ending 11/30/2025

## Thanksgiving Quad-Week Quarter-Over-Quarter

The Thanksgiving holiday is part of quad-week 12. Sales typically increase period-over-period during quad-weeks nine through 13 as well as the first four-week period of the year. The anticipated period-over-period pound growth did not disappoint. The volume increased was the highest in the past nine years, coming in 10.8% above the volume sales in quad-week 11.

Pound growth rates versus PRIOR PERIOD	Quad week 1	Quad week 2	Quad week 3	Quad week 4	Quad week 5	Quad week 6	Quad week 7	Quad week 8	Quad week 9	Quad week 10	Quad week 11	Quad week 12	Quad week 13
2017	2.0%	-1.5%	-2.6%	-1.8%	-3.2%	-3.5%	-3.6%	-2.0%	1.0%	1.5%	1.4%	7.9%	7.3%
2018	1.1%	-3.3%	-0.9%	-3.2%	-1.9%	-3.8%	-3.4%	-2.0%	2.9%	1.7%	0.4%	9.4%	4.1%
<b>2019</b>	<b>6.6%</b>	<b>-4.4%</b>	<b>-2.9%</b>	<b>-1.1%</b>	<b>-2.9%</b>	<b>-3.1%</b>	<b>-3.9%</b>	<b>-2.4%</b>	<b>3.4%</b>	<b>0.9%</b>	<b>0.4%</b>	<b>8.1%</b>	<b>4.6%</b>
2020	3.1%	-1.9%	12.5%	5.0%	2.1%	-8.3%	-3.9%	-2.9%	-1.0%	0.3%	2.6%	4.8%	4.0%
2021	5.2%	-5.5%	-4.6%	-0.7%	-4.3%	-3.6%	-5.8%	-0.8%	2.1%	-0.3%	2.5%	5.3%	2.6%
2022	3.4%	-4.7%	-2.6%	-3.0%	-3.1%	-4.3%	-3.3%	-1.2%	1.0%	0.7%	3.7%	8.0%	1.5%
2023	2.5%	-4.1%	-1.9%	-1.1%	-2.0%	-4.2%	-4.0%	-1.8%	0.8%	1.9%	2.6%	9.1%	0.8%
2024	1.0%	-3.2%	-1.9%	-0.6%	-3.8%	-3.6%	-4.2%	-0.4%	2.9%	1.0%	0.7%	10.6%	-1.3%
2025	3.7%	-4.7%	-3.3%	-0.7%	-5.5%	-1.3%	-4.3%	-1.8%	3.0%	0.7%	2.0%	10.8%	

Source: Circana, Integrated Fresh, MULO+, quad weeks 2017-2025

## Thanksgiving Week — Type and Pack Size

### White mushrooms

- White mushrooms represented 55.2% of total volume sales during Thanksgiving week. This is in line with the total year average of 55.4%.
- Eight-ounce delivered \$7.5 million out of the total \$15.6 million in white mushroom sales. However, while eight-ounce packages were down 6.0% in dollars and 6.9% in volume, 12- and 24-ounce packages gained year-over-year. This is likely due to distribution/merchandising changes, with retailers moving away from 16-ounce packages toward 12- and 24-ounces.

### Crimini mushrooms

- Crimini/brown mushrooms generated \$11.9 million during Thanksgiving week, which was up 0.2% in dollars and 3.8% in volume.
- Crimini represents 37.3% of total volume Thanksgiving week, compared with 36.0% throughout the year.
- Eight-ounce packages were the largest in dollars, but 24-ounce packages moved 1.0 million pounds, edging out the 0.9 million pounds generated by eight-ounce packages.
- The eight- and 16-ounce pack sizes lost ground, but robust gains for 12- and 24-ounce offset those declines.

Product	Package Weight	Dollars	\$ sales vs. YA	Volume (lbs)	Lbs vs. YA
<b>Total fresh mushrooms</b>	<b>All</b>	<b>\$31,903,064</b>	<b>-3.4%</b>	<b>7,185,797</b>	<b>-2.7%</b>
Total fresh mushrooms	8 OZ	\$13,533,059	-3.6%	2,847,402	-4.4%
Total fresh mushrooms	10 OZ	\$862,715	-3.0%	207,393	5.8%
Total fresh mushrooms	12 OZ	\$713,814	10.7%	117,791	14.0%
Total fresh mushrooms	16 OZ	\$4,580,298	-22.0%	1,071,701	-23.0%
Total fresh mushrooms	24 OZ	\$6,755,444	15.3%	1,996,998	18.2%
<b>White mushrooms</b>	<b>All</b>	<b>\$15,619,458</b>	<b>-6.4%</b>	<b>3,964,801</b>	<b>-6.9%</b>
White mushrooms	8 OZ	\$7,471,462	-6.0%	1,679,469	-6.9%
White mushrooms	10 OZ	\$315,416	-7.2%	85,663	-5.7%
White mushrooms	12 OZ	\$369,635	+1.5%	85,056	+6.4%
White mushrooms	16 OZ	\$2,272,457	-30.7%	626,504	-30.6%
White mushrooms	24 OZ	\$3,021,640	+19.0%	951,371	+19.6%
<b>Crimini mushrooms</b>	<b>All</b>	<b>\$11,898,093</b>	<b>+0.2%</b>	<b>2,679,758</b>	<b>+3.8%</b>
Crimini mushrooms	8 OZ	\$4,835,739	-0.7%	914,300	-1.9%
Crimini mushrooms	10 OZ	\$383,660	+6.1%	91,244	+19.0%
Crimini mushrooms	12 OZ	\$39,242	+173.6%	9,493	+236.5%
Crimini mushrooms	16 OZ	\$1,625,439	-22.2%	385,629	-14.5%
Crimini mushrooms	24 OZ	\$3,733,804	+12.4%	1,045,627	+16.9%

Source: Circana, Integrated Fresh, MULO+, week ending 11/30/2025

## Thanksgiving Week — Type and Pack Size Compared with Total-Year Averages

### Total mushrooms

- Consumers move to larger pack sizes during the holidays.
- Eight-ounce packages represent 48.1% of all dollars throughout the year (excluding Thanksgiving week) and 42.4% during Thanksgiving week.
- In contrast, the dollar share for 24-ounce packages increases from 17.9% to 21.2%

### White mushrooms

- White mushrooms show an even higher shift away from eight ounces toward larger pack sizes, as the eight-ounce share drops from 55.7% throughout the year to just 47.8% during Thanksgiving week.

### Crimini mushrooms

- Crimini mushrooms have a below-average share of eight-ounce packages to start.
- Large pack sizes also ramp up during the holidays.

Product	Package Weight	Share of dollars latest 52 weeks excluding Thanksgiving week	Share of dollars Thanksgiving week
<b>Total fresh mushrooms</b>	All	<b>100.0%</b>	<b>100.0%</b>
Total fresh mushrooms	8 OZ	48.1%	42.4%
Total fresh mushrooms	24 OZ	17.9%	21.2%
<b>White mushrooms</b>	All	<b>100.0%</b>	<b>100.0%</b>
White mushrooms	8 OZ	55.7%	47.8%
White mushrooms	24 OZ	15.4%	19.3%
<b>Crimini mushrooms</b>	All	<b>100.0%</b>	<b>100.0%</b>
Crimini mushrooms	8 OZ	44.9%	40.6%
Crimini mushrooms	24 OZ	28.3%	31.4%

Source: Circana, Integrated Fresh, MULO+, week ending 11/30/2025

## Thanksgiving Week Promotions

The retail industry ramped up promotions during the week leading up to Thanksgiving. While typically 20.6% of total volume is sold on promotion (any merchandising), this share rises to 29.59% the week ending November 30, 2025.

- White mushrooms experienced a substantial increase, rising from a promoted share of 22.5% year-round to 32.6% Thanksgiving week.
- Crimini 24-ounce packages also have a high likelihood of being promoted, at 22.2% of volume.

Product	Package Weight	Share of volume sold on promotion (any merch)	
		52 weeks excluding Thanksgiving week	Thanksgiving week 2025
<b>Total fresh mushrooms</b>	All	<b>20.62%</b>	<b>29.59%</b>
Total fresh mushrooms	8 OZ	28.32%	29.74%
Total fresh mushrooms	24 OZ	6.57%	19.63%
<b>White mushrooms</b>	All	<b>22.45%</b>	<b>32.62%</b>
White mushrooms	8 OZ	28.63%	32.44%
White mushrooms	24 OZ	6.00%	16.87%
<b>Crimini mushrooms</b>	All	<b>16.53%</b>	<b>27.81%</b>
Crimini mushrooms	8 OZ	25.03%	28.45%
Crimini mushrooms	24 OZ	7.04%	22.15%

## Notes:

- Thanksgiving patterns are no different for organic vs. conventional sales.
- Please reach out to the mushroom council if interested in sales patterns by region or market.