



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
Total fresh mushrooms	\$31,903,064	100.0%	-3.4%	8.3%	7,185,797	100.0%	-2.7%	11.6%
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%
2019	6.6%	-4.4%	-2.9%	-1.1%	-2.9%	-3.1%	-3.9%	-2.4%	3.4%	0.9%	0.4%	8.1%	4.6%
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
Total fresh mushrooms	All	\$31,903,064	-3.4%	7,185,797	-2.7%
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%
White mushrooms	All	\$15,619,458	-6.4%	3,964,801	-6.9%
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%
Crimini mushrooms	All	\$11,898,093	+0.2%	2,679,758	+3.8%
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
Total fresh mushrooms	All	100.0%	100.0%
Total fresh mushrooms	8 OZ	48.1%	42.4%
Total fresh mushrooms	24 OZ	17.9%	21.2%
White mushrooms	All	100.0%	100.0%
White mushrooms	8 OZ	55.7%	47.8%
White mushrooms	24 OZ	15.4%	19.3%
Crimini mushrooms	All	100.0%	100.0%
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
Total fresh mushrooms	All	20.62%	29.59%
Total fresh mushrooms	8 OZ	28.32%	29.74%
Total fresh mushrooms	24 OZ	6.57%	19.63%
White mushrooms	All	22.45%	32.62%
White mushrooms	8 OZ	28.63%	32.44%
White mushrooms	24 OZ	6.00%	16.87%
Crimini mushrooms	All	16.53%	27.81%
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.