



**MUSHROOM
COUNCIL**

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 continued to decline in 2025.

- In 2021, more than half of households bought fresh mushrooms at retail at least once a year. In 2025, this share dropped to 47.1%.
- The rate of decline slowed between 2021 and 2024, but ticked back up in 2025 (-0.8 percentage points year-over-year).
- 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.
- Farmers' markets, specialty stores, Asian stores and restaurant foodservice are also not accounted for in this study.

A look by mushroom type shows the following:

- White mushrooms have the highest household penetration (34.4%) but also the most erosion (-0.8 percentage points year-over-year).
- This is likely due to light mushroom consumers, who tend 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, they too experienced declines in 2025.
- Shiitake mushrooms have the highest penetration of the small varieties, at 2.9%. Additionally, more consumers bought shiitake mushrooms at least once in 2025, with an increase of 0.3 percentage points in household penetration.

Year	% HH Buying
2021	50.4%
2022	49.1%
2023	48.3%
2024	47.9%
2025	47.1%

Product	Share of U.S. households purchasing 1+ times/year	Change in households purchasing vs. last year	Change in households purchasing vs. 2 years ago
Produce department	99.1%	+0.1 percentage point	+0.1 percentage point
Fresh vegetables	97.9%	+0.2	0.1
Fresh cooking vegetables	89.5%	-0.2	-0.3
Fresh mushrooms	47.1%	-0.8	-2.2
White mushrooms	34.4%	-0.7	-2.2
Crimini/brown mushrooms	24.7%	-0.3	-0.4
Portabella mushrooms	8.1%	-0.2	-0.8
Random weight mushrooms	6.4%	-0.8	-1.3
Shiitake mushrooms	2.9%	0.3	0.0
Mixed mushrooms	1.0%	-0.2	0.0
All other mushrooms	0.8%	0.1	0.1
Oyster mushrooms	0.5%	-0.1	--
Chanterelle mushrooms	0.3%	0.1	--

Source: Circana, Integrated Fresh Household Panel, All Outlets, 52 weeks ending 12/28/2025

2025 Fresh Mushroom Category Engagement Review

Mushroom Trips per Buyer at Retail

The number of times consumers purchase mushrooms at retail has remained far more stable than household penetration.

- The average number of trips across light, medium and heavy buyers was 7.6 in 2025. This is very similar to the trip average seen between 2022 and 2025.
- Because of the small base (7.6 trips), the 0.2 decrease in trips equates to a loss of 2.7%.
- White mushrooms were purchased the most frequently, but trips declined by 3.6%. This is the largest decrease across all commonly purchased types. Shiitake and chanterelle mushrooms also had substantial declines, but have much lower penetration.
- Crimini/brown mushrooms, that had enjoyed trip stability for a number of years, also lost a little ground.
- Most specialty mushrooms were purchased just once or twice a year.

Year	Annual trips per buyer
2022	7.9
2023	7.7
2024	7.8
2025	7.6

Product	Trips per buyer per year	Change in trips per buyer vs. last year	Percentage change in trips per buyer vs. Last year	Change in trips per buyer vs. 2 YA	Percentage change in trips per buyer vs. 2YA
Produce department	86.2x	+2.1	+2.5%	+4.7	+5.8%
Fresh vegetables	57.4x	+0.1	+0.2%	+1.7	+3.1%
Fresh cooking vegetables	21.8x	+0.1	+0.4%	+0.7	+3.4%
Fresh mushrooms	7.6x	-0.2	-2.7%	(0.1)	-1.8%
White mushrooms	5.4x	-0.2	-3.6%	(0.2)	-2.8%
Crimini/brown mushrooms	4.6x	-0.1	-1.1%	(0.0)	-0.3%
Portabella fresh mushrooms	3.4x	-0.1	-1.6%	+0.1	+1.6%
Random weight mushrooms	2.1x	-0.1	-2.4%	(0.0)	-1.7%
Shiitake mushrooms	2.9x	-0.4	-11.0%	(0.4)	-11.9%
Mixed mushrooms	2.0x	-0.1	-4.1%	(0.2)	-10.9%
All other mushrooms	1.9x	+0.2	+8.8%	+0.1	+5.9%
Oyster mushrooms	2.0x	+0.4	+24.5%	+0.3	+20.4%
Chanterelle mushrooms	1.7x	-0.3	-17.2%	--	--

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 mushroom prices have been relatively stable for several years.

- On average, consumers spent \$3.24 when buying mushrooms. This is down about four cents from 2024 and five cents compared to two years ago — highlighting the lack of inflation in fresh mushrooms and the produce department in general.
- The mushroom average of \$3.24 was slightly higher than the average across all cooking vegetables, which was \$3.15.
- The average trip amount was highest for chanterelle, followed by shiitake and mixed mushroom packages.
- The average ring for crimini mushrooms was also higher than that of white mushrooms, at \$3.59.

Year	Dollars per trip
2022	\$3.26
2023	\$3.29
2024	\$3.28
2025	\$3.24

Product	Dollars per trip	Dollars per trip change vs YA	Percentage change dollars per trip vs. YA	Dollars per trip change vs. 2YA	Percentage change dollars per trip vs. 2YA
Produce department	\$9.13	\$0.04	+0.4%	\$0.08	+0.9%
Fresh vegetables	\$6.36	-\$0.05	-0.7%	-\$0.09	-1.3%
Fresh cooking vegetables	\$3.15	-\$0.03	-1.0%	\$0.01	+0.3%
Fresh mushrooms	\$3.24	-\$0.04	-1.2%	-\$0.05	-1.5%
White mushrooms	\$2.91	\$0.00	-0.2%	\$0.00	-0.1%
Crimini/brown mushrooms	\$3.59	-\$0.06	-1.5%	-\$0.11	-3.0%
Portabella mushrooms	\$2.90	-\$0.16	-5.3%	-\$0.18	-5.8%
Random weight mushrooms	\$2.96	-\$0.01	-0.3%	\$0.00	-0.1%
Shiitake mushrooms	\$6.06	-\$0.09	-1.5%	+\$0.10	+1.6%
Mixed mushrooms	\$5.73	+\$0.30	+5.5%	+\$0.04	+0.7%
All other mushrooms	\$4.43	-\$0.20	-4.4%	-\$0.31	-6.5%
Oyster mushrooms	\$5.37	-\$0.05	-1.0%	-\$0.12	-2.2%
Chanterelle mushrooms	\$13.29	-\$1.89	-12.4%	--	--

Source: Circana, Integrated Fresh Household Panel, all outlets, 52 weeks ending 12/28/2025

Mushroom Units per Trip at Retail

Virtually all consumers purchase just one package of mushroom per trip.

- This has been the case for many years, despite the rise of buy-one, get-one promotions.
- In this light, promotions and tactics geared at upsizing consumers to larger pack sizes appear to be the most meaningful way to grow sales given that the number of trips and the number of packages per trip are virtually unchanged over the past few years.

Year	Units per trip
2022	1.1
2023	1.1
2024	1.2
2025	1.2

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 mushrooms	1.2	-0.0	-0.4%	-0.0	-0.5%
Crimini/brown mushrooms	1.1	-0.0	-0.7%	+0.0	+0.1%
Portabella mushrooms	1.3	-0.0	-0.9%	+0.0	+1.9%
Random weight mushrooms	1.1	-0.0	-0.6%	+0.0	+0.0%
Shiitake mushrooms	1.2	-0.0	-1.8%	-0.0	-3.0%
Mixed mushrooms	1.1	+0.0	+2.0%	+0.0	+0.8%
All other mushrooms	1.4	-0.0	-2.6%	+0.1	+6.6%
Oyster mushrooms	1.4	+0.1	+10.7%	+0.2	+15.0%
Chanterelle mushrooms	1.1	--	--	--	--

Source: Circana, Integrated Fresh Household Panel, all outlets, 52 weeks ending 12/28/2025

2025 Fresh Mushroom Category Engagement Review

Mushroom Annual Spend per Buyer at Retail

Taking household penetration, trips and purchase size all together results in U.S. consumers spending \$24.59 on fresh mushrooms in the past year. This is very much in line with the 2022 through 2024 averages.

- The average mushroom spend of \$24.59 was down by about \$1 driven by the slight trip erosion.
- In contrast, total produce spending increased by more than \$22, with all gains being fruit-driven.
- Total vegetable spending was down \$1.77 year-over-year on a per household basis.
- The average annual per household spend for crimini mushrooms exceeded that of white mushrooms, at \$16.64 versus \$15.83.
- This is due to a higher price per pound, while trips and household penetration are no longer that far behind those of white mushrooms.
- Shiitake, though purchased by a very small share, have the highest annual spend, at \$17.36. This is down \$2.44 year-over-year due to a decline in trips in 2025.
- Mixed mushroom packages are an up-and-comer, reaching an average per household spend of \$11.45, up 1.2% year-over-year.

Year	Dollars per buyer per year
2022	\$25.63
2023	\$25.42
2024	\$25.56
2025	\$24.59

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	\$786.96	\$22.30	+2.9%	\$49.39	+6.7%
Fresh vegetables	\$365.00	-\$1.77	-0.5%	\$6.17	+1.7%
Fresh cooking vegetables	\$68.54	-\$0.43	-0.6%	\$2.46	+3.7%
Fresh mushrooms	\$24.59	-\$0.97	-3.8%	-\$0.83	-3.3%
White fresh mushrooms	\$15.83	-\$0.62	-3.8%	-\$0.48	-2.9%
Crimini/brown fresh mushrooms	\$16.64	-\$0.45	-2.6%	-\$0.57	-3.3%
Portabella fresh mushrooms	\$9.88	-\$0.71	-6.7%	-\$0.44	-4.3%
Random weight fresh mushrooms	\$6.11	-\$0.17	-2.7%	-\$0.11	-1.8%
Shiitake fresh mushrooms	\$17.36	-\$2.44	-12.3%	-\$2.03	-10.5%
Mixed fresh mushrooms	\$11.45	+\$0.14	+1.2%	-\$1.31	-10.3%
All other fresh mushrooms	\$8.40	+\$0.32	+4.0%	-\$0.08	-1.0%
Oyster fresh mushrooms	\$10.69	+\$2.02	+23.3%	+\$1.61	+17.7%
Chanterelle fresh mushrooms	\$22.09	-\$8.38	-27.5%	--	--

Source: Circana, Integrated Fresh Household Panel, all outlets, 52 weeks ending 12/28/2025

Questions?

For more information, contact the Mushroom Council:
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