



Targeting Our Most Persuadable Consumer

New research designed to identify the consumers most ready to buy more mushrooms

SEPTEMBER 2026

LESS THAN

47%

OF U.S. HOUSEHOLDS
PURCHASE MUSHROOMS

73%

OF ALL FRESH
MUSHROOM VOLUME
is purchased by roughly one-third
of mushroom shoppers.



Emerging + Most Persuadable Now



A Closer Look at the Emerging Consumer

1,000

U.S. consumers surveyed

18–45

Age range

100%

Current mushroom eaters

AUG 2026

Research conducted

Move beyond defining the Emerging Consumer to find our most persuadable audience.

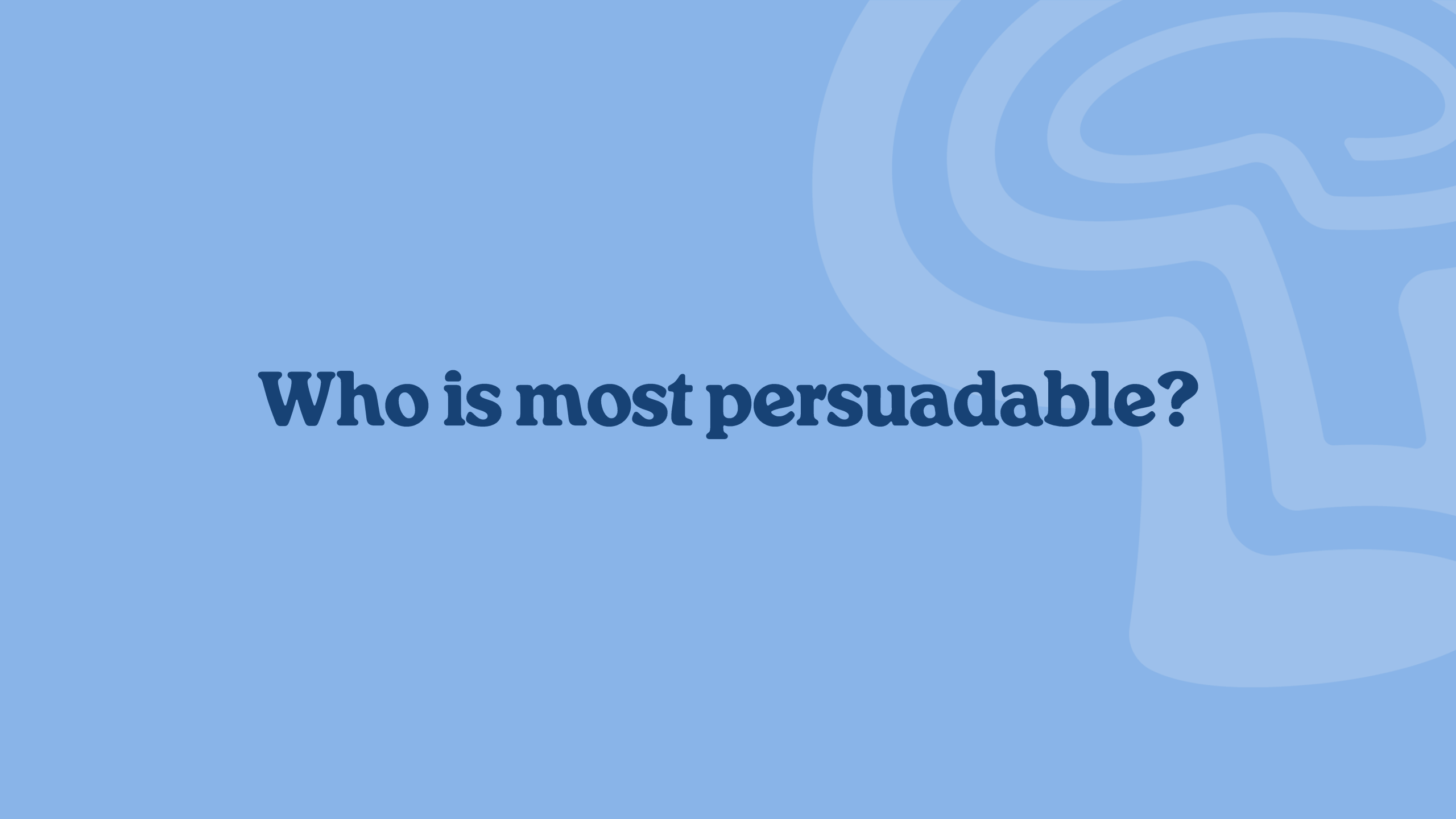
WHO is most persuadable

WHAT could motivate them
to buy more

HOW we can reach them
most effectively

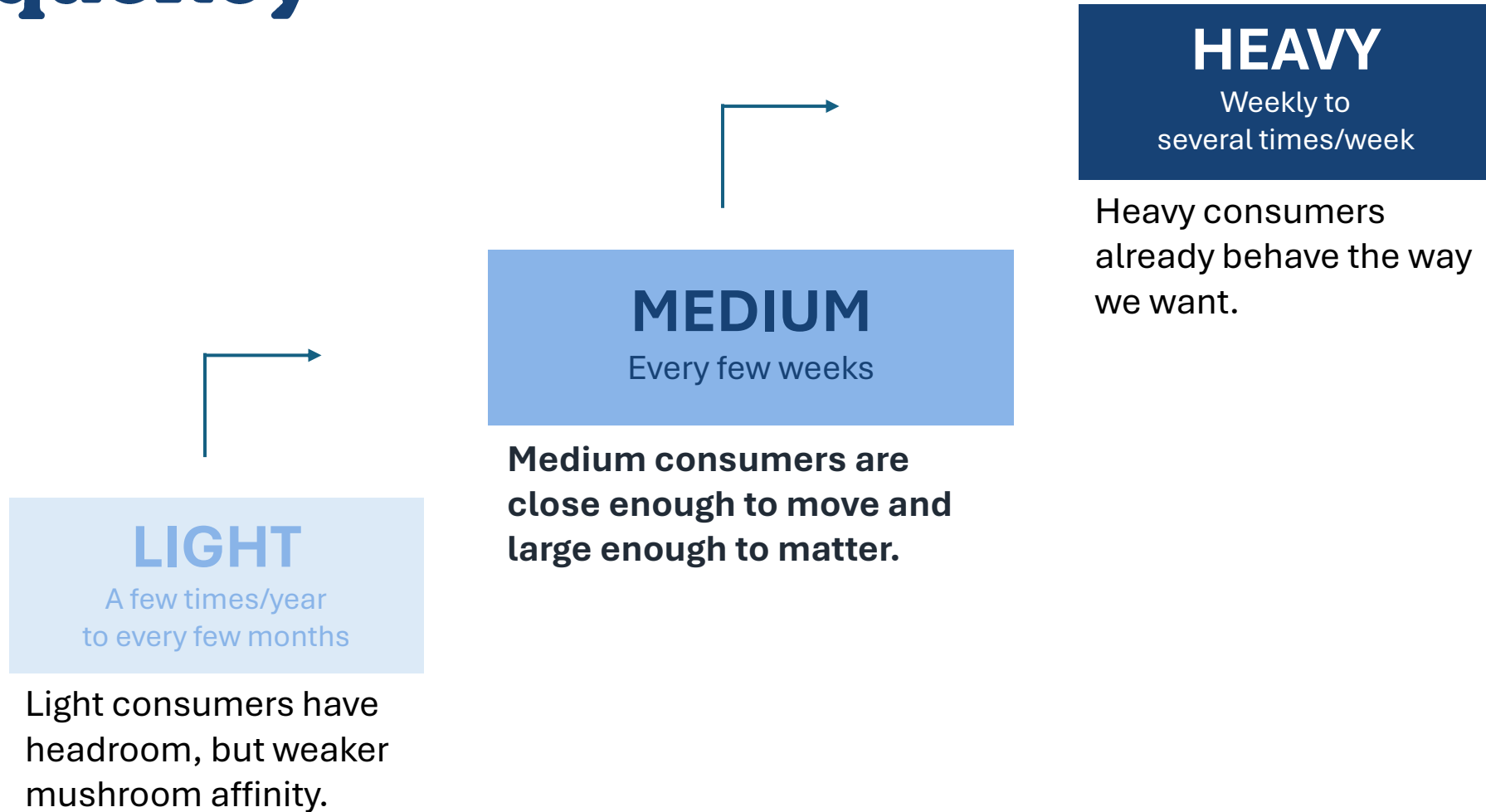


Focus more
resources to
target and
activate shopper
behavior



Who is most persuadable?

Laddering up mushroom purchase frequency



Target: Medium mushroom shoppers

Move “every few weeks”
to “every week.”

66%

love cooking and
trying new recipes

50%

passionate about
food and dining

57%

prioritize vegetables,
even in tight budget

60%

likely or very likely to
increase purchases

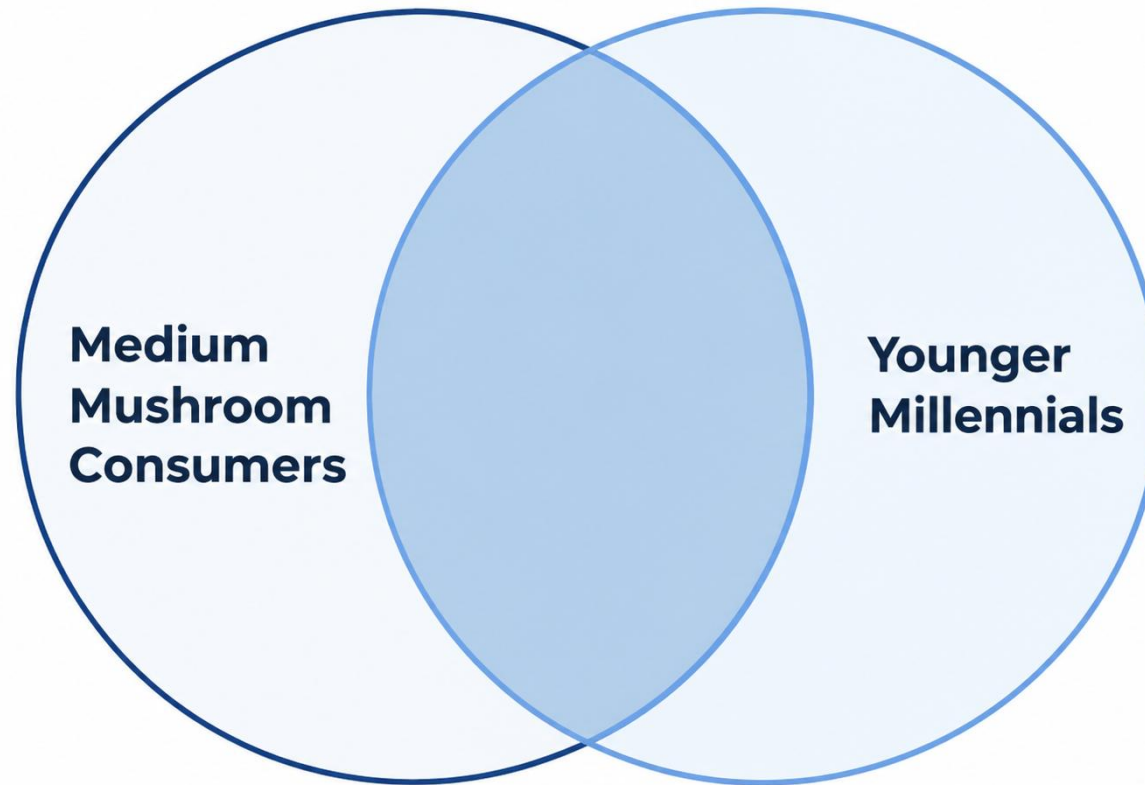


Target: Young Millennial shoppers

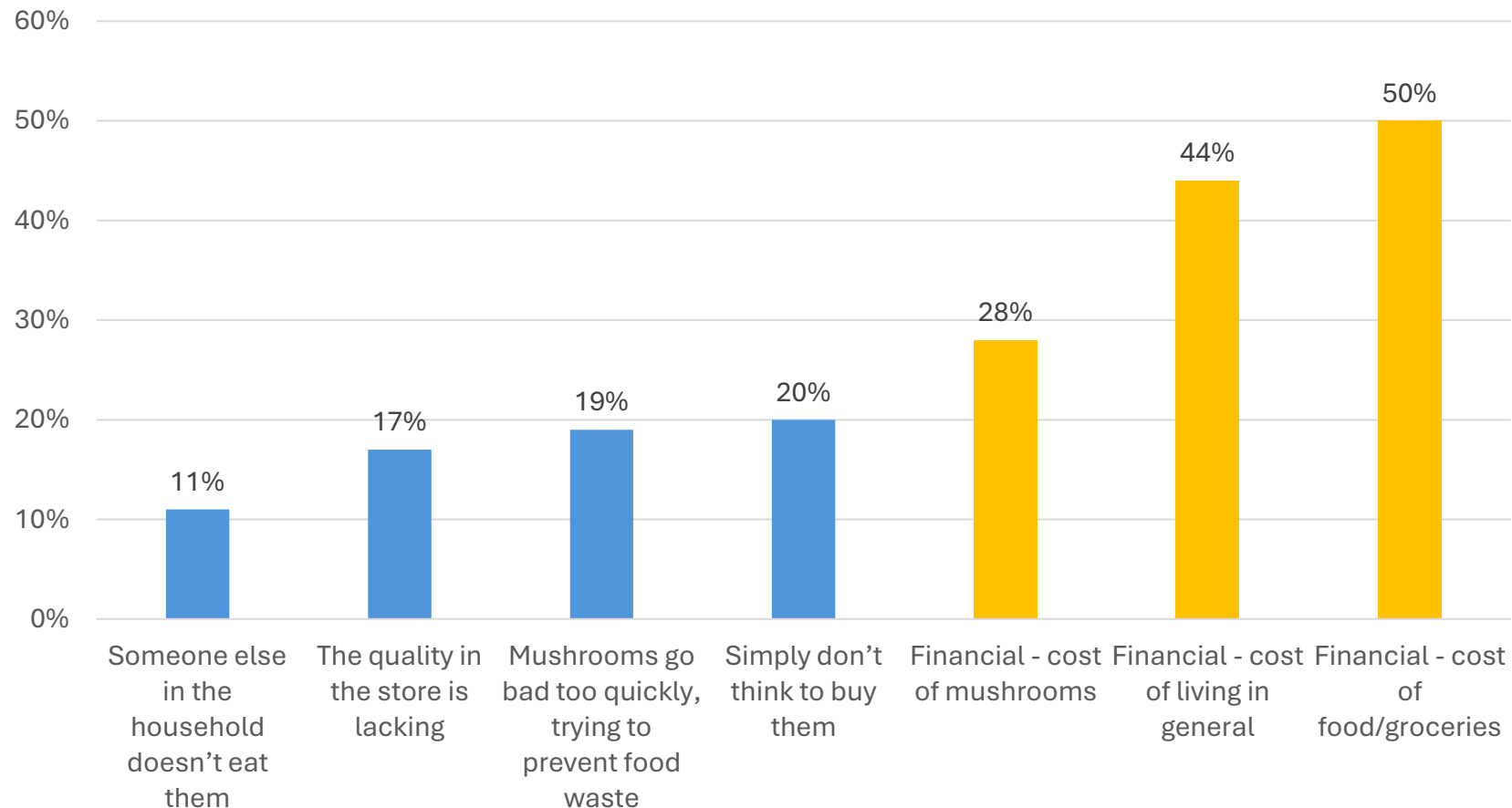
Metric	Gen Z	YM	OM
Love mushrooms	51%	62%	57%
Very likely to increase purchases	29%	34%	30%
Likely and very likely to increase	61%	68%	63%

Younger Millennials combine stronger category affinity with higher stated willingness to buy more.

Our Most Persuadable Target: Med + YM



Financial pressure is top cited reason for those who plan to eat fewer mushrooms



Source: Mushroom Council Emerging Consumer Research, August 2026

Our Most Persuadable Target: Med + YM

- Age 27-35
- At least one child in household
- Cooks at home several nights a week
- Already buys mushrooms occasionally
- Medium to high income
- Needs fresh ideas for fitting them into existing, easy family meals

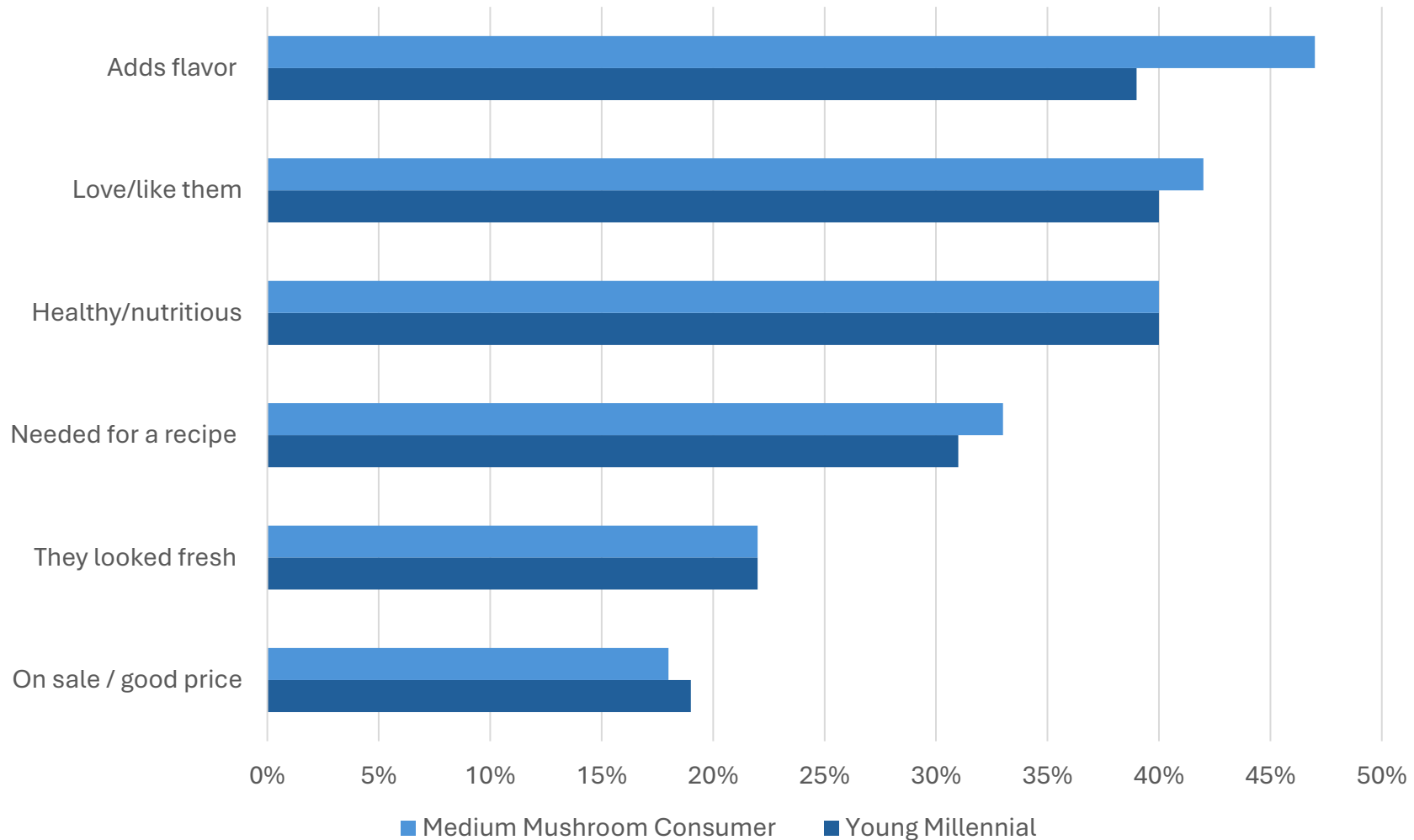




What can motivate them to buy more?

Flavor leads, nutrition reinforces

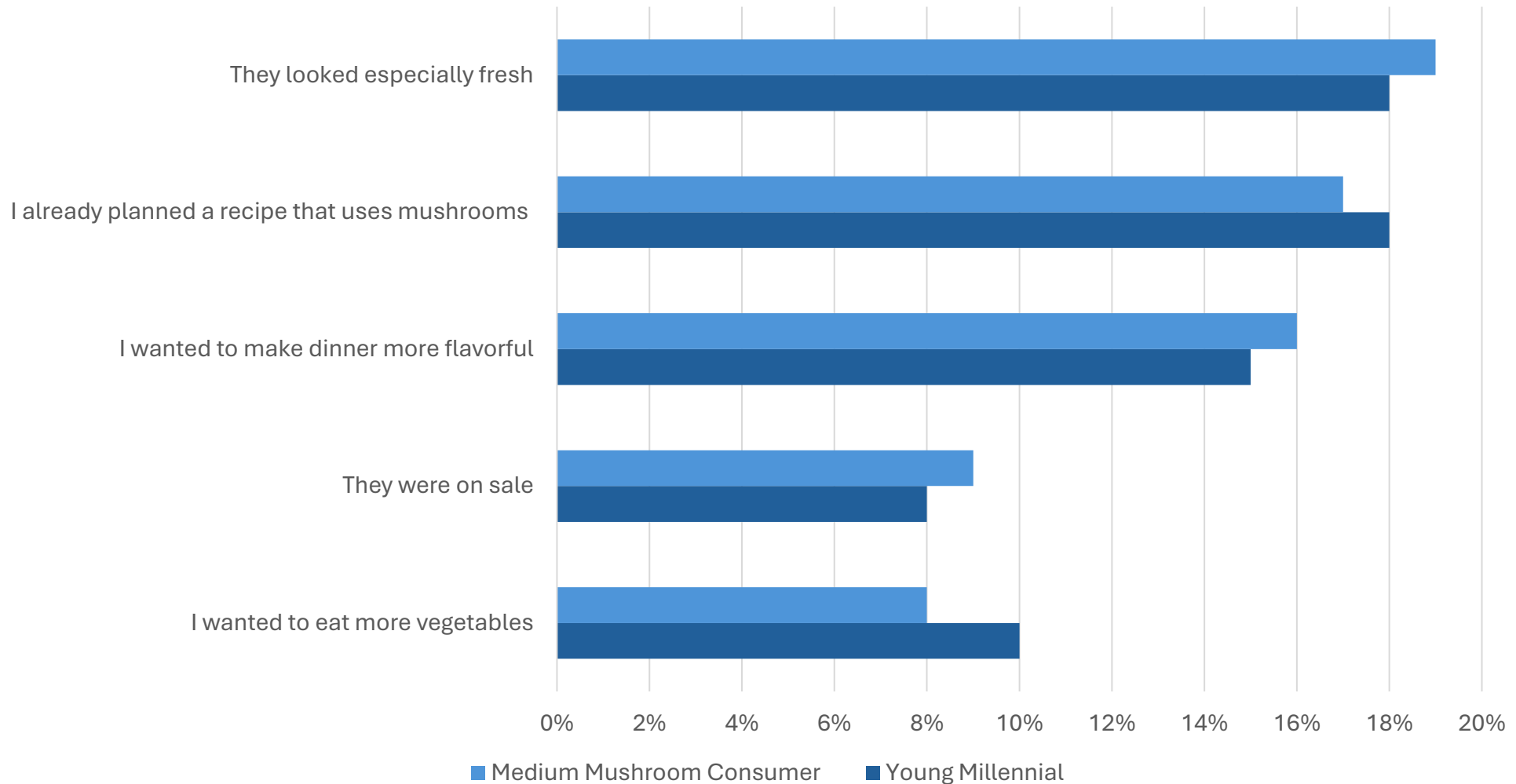
What are the top reasons you buy fresh mushrooms?



Source: Mushroom Council Emerging Consumer Research, August 2026

Existing meal occasion + fresh appeal

What would be **MOST** likely to put mushrooms in the cart today?



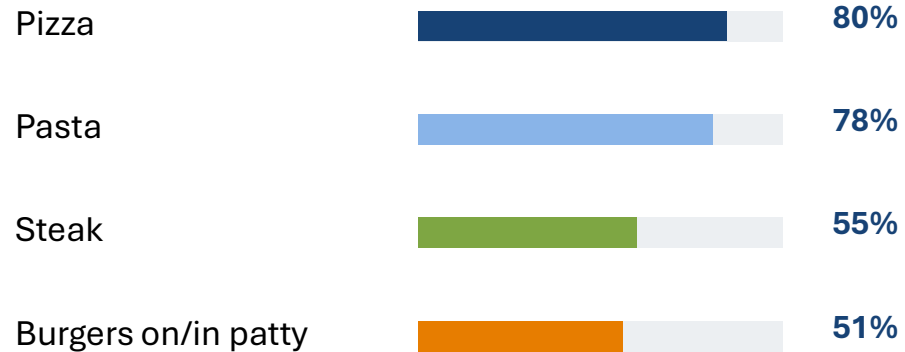
Heavy users show us the way

Behavior	Light	Medium	Heavy
Love cooking / trying recipes	51%	66%	77%
Love mushrooms	39%	54%	82%
Upgrade quick meals all the time	33%	36%	60%
Switch to another variety	38%	55%	65%
Use mushrooms in stir fry	34%	47%	62%
Use mushrooms at breakfast	8%	21%	30%

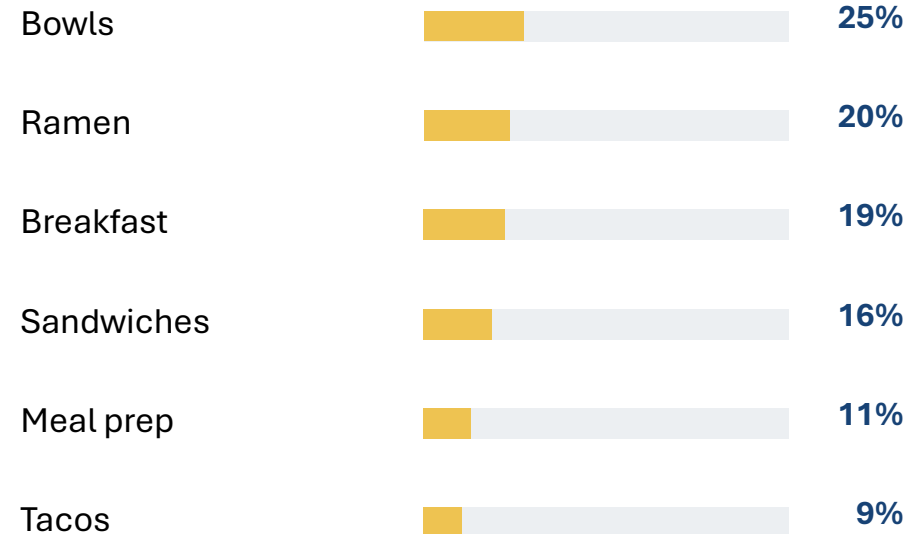
Teach YM Medium consumers the simple behaviors Heavy users already practice.

The mushroom comfort zone

Established occasions



Opportunity occasions



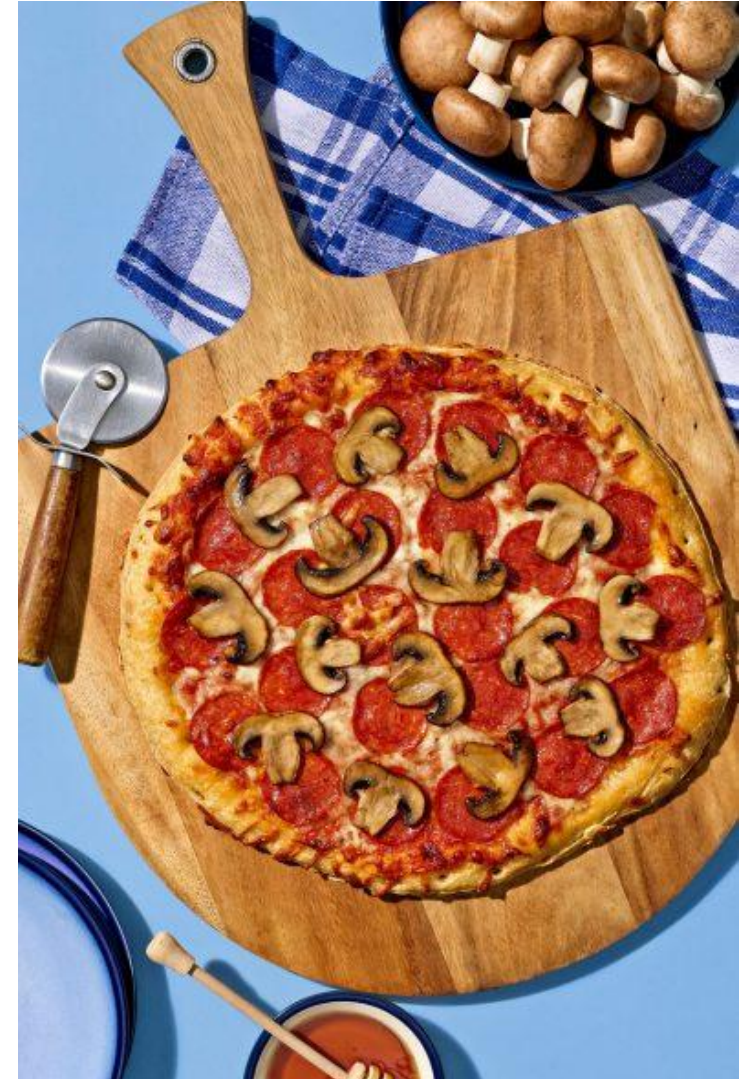
We need to build more automatic mushroom associations across the week.

Upgrade the meal they are already making

89%

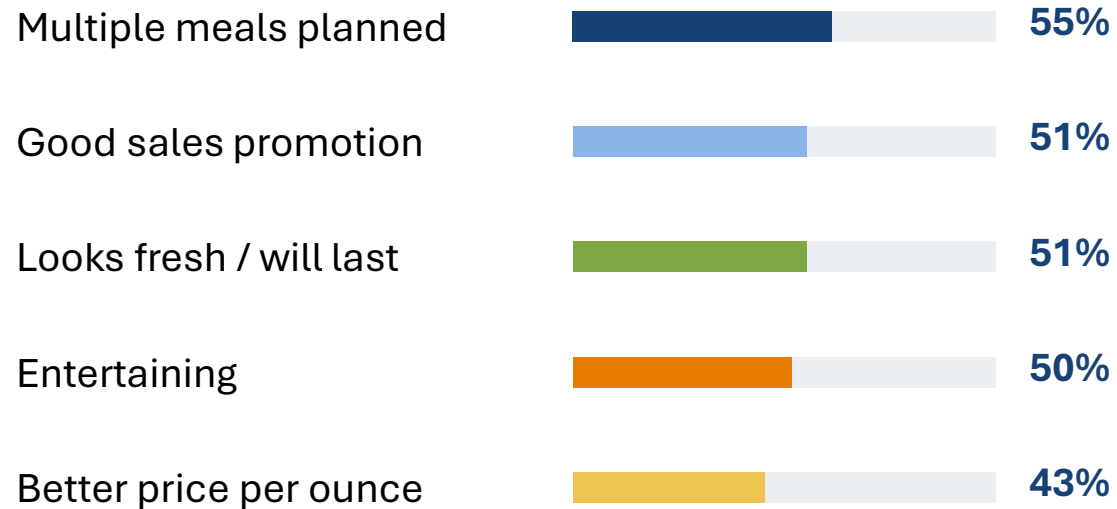
of all respondents add mushrooms to upgrade quick meals such as frozen pizza, jarred pasta sauce or ramen all the time or occasionally.

Usage group	All the time	Occasionally
Light	33%	48%
Medium	36%	54%
Heavy	60%	38%



Give them a plan for the whole pack

What prompts larger pack-size purchase?





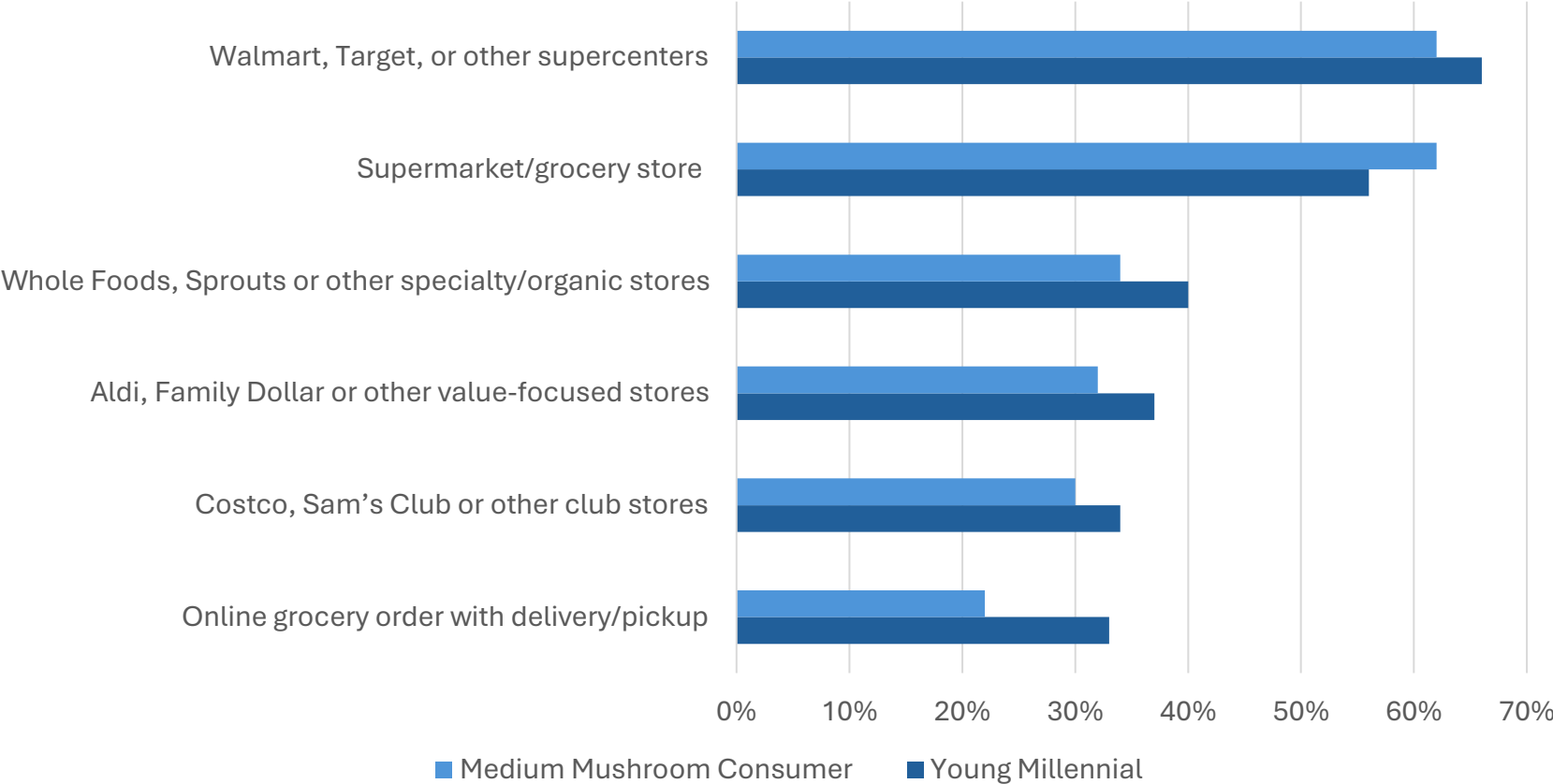
How do we reach them most effectively?

Inspiration and influence start online

Source	Young Millennial	Medium Consumer
YouTube	43%	41%
TikTok	38%	36%
Instagram	30%	28%
Family / friends	38%	39%
Google / search	32%	35%



Fresh mushroom purchase channels



% who bought fresh mushrooms at each channel in past year

Source: Mushroom Council Emerging Consumer Research, August 2026



Fresh mushroom purchase channels

ONLINE IS PART OF THE ROUTINE

51% order groceries online
at least a few times/month

28% bought fresh mushrooms
via delivery/pickup in past year

WHEN THEY BUY MUSHROOMS ONLINE

48% frequently re-buy based on past purchases

47% frequently search specifically for mushrooms

34% frequently browse recipes / meal solutions

29% frequently buy when the app recommends them

From Awareness and Consideration to Conversion and Loyalty

Primary Growth Audience

Younger millennial mushroom consumers, particularly parents and regular home cooks who currently eat mushrooms every few weeks rather than weekly

Behavioral Objective

Turn mushrooms from an occasional recipe ingredient into a routine weekly meal enhancer

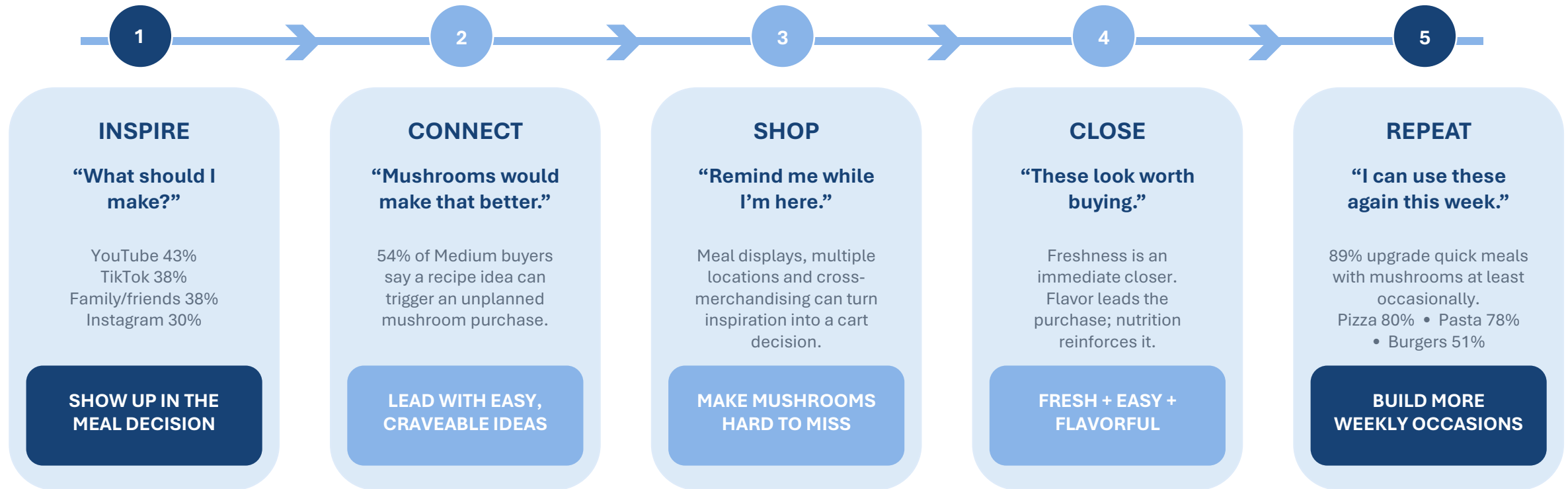
Core Nudge

Remind me how easily mushrooms make a meal I'm already planning better



The YM + Medium Mushroom Shopper Journey

From “every few weeks” into “every week.”



Thank You

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

