

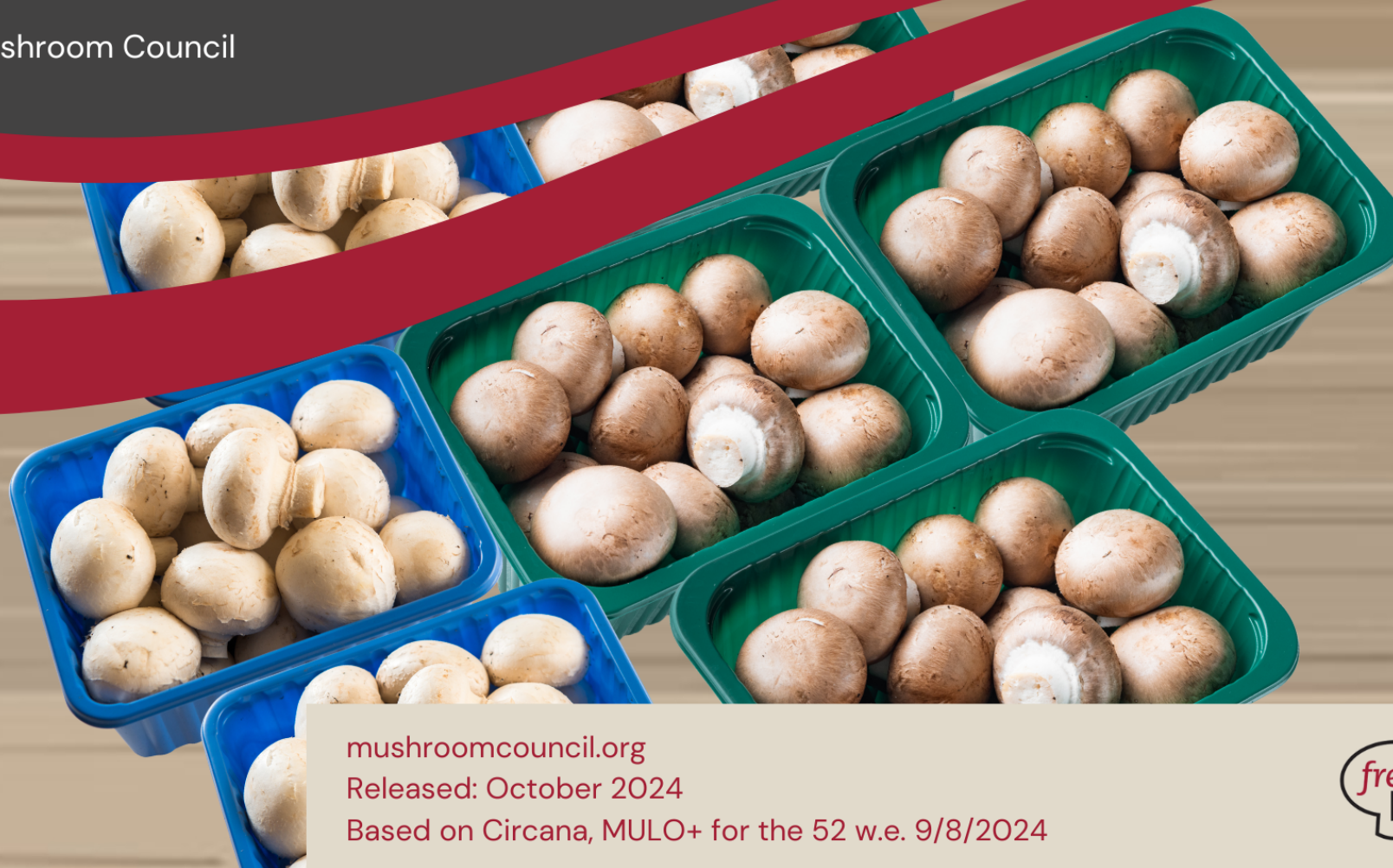
2024

FRESH MUSHROOM SALES BY PACKAGE SIZE

An in-depth look at fresh mushroom sales through the lens of package size, including a regional look and year-over-year trends

DEVELOPED BY:

The Mushroom Council



mushroomcouncil.org

Released: October 2024

Based on Circana, MULO+ for the 52 w.e. 9/8/2024



Dollar Sales by Package Size

Eight-ounce packages are easily the most popular size in fresh mushrooms, with \$740 million in annual sales. The second-largest pack size in dollar sales are 24-ounce packages with annual sales of \$241 million. Sixteen-ounce packages follow closely, at \$235 million.

The Circana MULO+ universe shows that regional differences are stark. While eight-ounce packages are the largest seller in each of the regions, the number two ranges from packages that weigh between eight and 16 ounces, 16-ounce packages and 24-ounce packages. California, in particular, has a very high share of sales of 24-ounce packages.



Dollar sales	< 8 OZ	8 OZ	>8 OZ <16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Total mushrooms	\$113.1M	\$739.5M	\$105.9M	\$234.8M	\$37.2M	\$240.7M	\$3.8M	\$50.0M
California	\$11.4M	\$84.7M	\$10.7M	\$24.8M	\$13.0M	\$53.5M	\$189K	\$15.6M
Great Lakes	\$13.4M	\$133.4M	\$11.1M	\$42.9M	\$116K	\$25.8M	\$24K	\$1.7M
Midsouth	\$17.8M	\$97.0M	\$9.2M	\$25.1M	\$2.6M	\$21.0M	\$11K	\$0.9M
Northeast	\$28.3M	\$114.6M	\$44.4M	\$24.0M	\$8.6M	\$41.1M	\$1.9M	\$4.7M
Plains	\$5.3M	\$60.4M	\$2.5M	\$15.4M	\$124K	\$13.7M	-	\$1.1M
South Central	\$4.2M	\$52.3M	\$3.5M	\$21.5M	\$0.9M	\$19.1M	\$118K	\$2.1M
Southeast	\$19.9M	\$95.2M	\$17.3M	\$43.9M	\$1.3M	\$23.5M	\$1.5M	\$1.3M
West	\$12.8M	\$102.0M	\$7.2M	\$37.2M	\$10.6M	\$43.0M	-	\$22.6M

Source: Circana, MULO+, Total US and the nine regions (see map), 52 weeks ending 9/8/2024

Differences can be viewed more easily when calculated as a share of total dollar sales for the region. Packages smaller than eight ounces over index along the eastern seaboard. The Plains are heavily focused on eight-ounce packages and the Northeast has the highest share of packages between eight and 16 ounces. Regions with above-average shares of 24 ounces include California, the South Central and Western regions.

Dollar shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Total mushrooms	7.4%	48.5%	6.9%	15.4%	2.4%	15.8%	0.2%	3.3%
California	5.3%	39.6%	5.0%	11.6%	6.1%	25.0%	0.1%	7.3%
Great Lakes	5.9%	58.4%	4.9%	18.8%	0.1%	11.3%	0.0%	0.7%
Midsouth	10.3%	55.9%	5.3%	14.4%	1.5%	12.1%	0.0%	0.5%
Northeast	10.6%	42.8%	16.6%	9.0%	3.2%	15.4%	0.7%	1.8%
Plains	5.4%	61.3%	2.5%	15.7%	0.1%	13.9%	0.0%	1.1%
South Central	4.1%	50.4%	3.4%	20.7%	0.9%	18.4%	0.1%	2.0%
Southeast	9.8%	46.7%	8.5%	21.5%	0.6%	11.5%	0.7%	0.6%
West	5.4%	43.3%	3.1%	15.8%	4.5%	18.3%	0.0%	9.6%

Source: Circana, MULO+, Total US and the nine regions (see map), 52 weeks ending 9/8/2024

Volume Shares by Package Size

Much like the bulk of dollars, eight-ounce packages also reflect the majority of volume sales, at 46.9% of all pounds. The volume share for eight-ounce packages is highest in the Plains, at 59.6% and the lowest in the West at 41.1%. Twenty-four-ounce packages represent the next-largest share of volume, at 21.2%. California has the highest share, at 32.9% and the Southeast the lowest, at 15.1%.

Volume share	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Total mushrooms	2.9%	46.9%	5.4%	17.4%	2.7%	21.2%	0.6%	2.9%
California	1.8%	36.2%	2.6%	11.9%	6.5%	32.9%	0.2%	7.9%
Great Lakes	2.3%	58.2%	3.6%	20.0%	0.1%	15.2%	0.0%	0.6%
Midsouth	4.0%	55.7%	3.8%	16.6%	1.7%	17.7%	0.0%	0.5%
Northeast	4.5%	41.3%	14.8%	9.5%	3.8%	22.7%	1.3%	2.1%
Plains	2.4%	59.6%	1.7%	16.7%	0.1%	18.9%	0.0%	0.7%
South Central	1.5%	49.1%	1.2%	22.5%	0.9%	23.2%	0.3%	1.3%
Southeast	3.2%	43.0%	7.1%	27.3%	1.9%	15.1%	2.2%	0.3%
West	2.0%	41.1%	1.3%	17.4%	4.9%	24.6%	0.0%	8.6%

Source: Circana, MULO+, Total US and the nine regions (see map), 52 weeks ending 9/8/2024

Unit Shares by Package Size

The dominance of eight-ounce packages is especially evident when regarding unit sales — reflecting 62.4% of all fresh mushroom packages sold through the traditional channels. This share is highest in the Plains, at 74.8% of all packages and lowest in California, at 53.0%. Sixteen-ounce packages have the highest share in the Southeast and California has the highest share of 24-ounce packages in unit sales.

Unit share	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Total mushrooms	5.9%	62.4%	5.4%	11.6%	1.5%	9.4%	0.2%	3.6%
California	4.2%	53.0%	2.8%	8.7%	3.8%	16.0%	0.0%	11.3%
Great Lakes	4.4%	72.6%	3.4%	12.5%	0.0%	6.3%	0.0%	0.7%
Midsouth	7.8%	69.4%	3.6%	10.3%	0.8%	7.3%	0.0%	0.6%
Northeast	9.3%	54.9%	15.1%	6.4%	2.0%	10.0%	0.3%	2.0%
Plains	4.2%	74.8%	1.8%	10.4%	0.1%	7.9%	0.0%	0.9%
South Central	3.1%	67.3%	1.3%	15.4%	0.5%	10.6%	0.1%	1.7%
Southeast	6.7%	58.8%	6.8%	18.6%	1.0%	6.9%	0.8%	0.4%
West	4.4%	56.8%	1.2%	12.0%	2.7%	11.3%	0.0%	11.5%

Source: Circana, MULO+, Total US and the nine regions (see map), 52 weeks ending 9/8/2024

Year-Over-Year Package Size Shifts for the total U.S. and by Region — Dollars

Shifts in package size trends can be determined by comparing the dollar sales shares for each of the sizes over the past 52 weeks. Trends differ by region, but nationwide, sales experienced small shifts in favor of eight- and 24-ounce packages.

Dollar shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Total mushrooms 2024	7.4%	48.5%	6.9%	15.4%	2.4%	15.8%	0.2%	3.3%
Total mushrooms 2023	7.5%	48.2%	6.6%	16.2%	2.6%	15.3%	0.2%	3.4%
% point change	-0.1	+0.3	+0.3	-1.2	-0.2	+0.5	0.0	-0.1

Dollar shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
California 2024	5.3%	39.6%	5.0%	11.6%	6.1%	25.0%	0.1%	7.3%
California 2023	5.4%	40.7%	5.1%	11.3%	5.9%	24.3%	0.1%	7.1%
% point change	-0.1	-1.1	-0.1	+0.3	+0.2	+0.7	0.0	+0.2

Dollar shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Great Lakes 2024	5.9%	58.4%	4.9%	18.8%	0.1%	11.3%	--	0.7%
Great Lakes 2023	5.9%	57.6%	5.1%	19.3%	0.1%	11.2%	--	0.9%
% point change	0.0	+0.8	-0.2	-0.5	0.0	+0.1	--	-0.2

Dollar shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Midsouth 2024	10.3%	55.9%	5.3%	14.4%	1.5%	12.1%	--	0.5%
Midsouth 2023	10.5%	55.0%	4.9%	15.7%	1.6%	11.6%	--	0.6%
% point change	-0.2	+0.9	+0.4	-1.3	-0.1	+0.5	--	-0.1

Dollar shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Northeast 2024	10.6%	42.8%	16.6%	9.0%	3.2%	15.4%	0.7%	1.8%
Northeast 2023	11.1%	42.2%	16.0%	9.7%	3.3%	15.2%	0.6%	1.9%
% point change	-0.5	+0.6	+0.6	-0.7	-0.1	+0.2	+0.1	-0.1

Dollar shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Plains 2024	5.4%	61.3%	2.5%	15.7%	0.1%	13.9%	--	1.1%
Plains 2023	5.5%	60.5%	2.5%	16.8%	0.2%	13.5%	--	1.1%
% point change	-0.1	+0.8	0.0	-1.1	-0.1	+0.4	--	0.0

Dollar shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
South Central 2024	4.1%	50.4%	3.4%	20.7%	0.9%	18.4%	0.1%	2.0%
South Central 2023	4.2%	49.9%	3.2%	21.9%	0.9%	17.2%	0.0%	2.6%
% point change	-0.1	+0.5	+0.2	-1.2	0.0	+1.2	+0.1	-0.6

Dollar shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Southeast 2024	9.8%	46.7%	8.5%	21.5%	0.6%	11.5%	0.7%	0.6%
Southeast 2023	10.1%	44.7%	6.7%	24.2%	1.5%	11.3%	0.8%	0.8%
% point change	-0.3	+2.0	+1.8	-2.7	-0.9	+0.2	-0.1	-0.2

Dollar shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
West 2024	5.4%	43.3%	3.1%	15.8%	4.5%	18.3%	--	9.6%
West 2023	5.1%	44.6%	2.8%	15.9%	4.5%	17.6%	--	9.5%
% point change	+0.3	-1.3	+0.3	-0.1	0.0	+0.7	--	+0.1

Source: Circana, MULO+, Total US and the nine regions (see map), 52 weeks ending 9/8/2024

Year-Over-Year Package Size Shifts for the total U.S. and by Region — Pounds

The year-over-year pound movement shows a similar shift toward eight- and 24-ounce packages nationwide. The regions reflect varying patterns.

Volume shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Total mushrooms 2024	2.9%	46.9%	5.4%	17.4%	2.7%	21.1%	0.6%	2.9%
Total mushrooms 2023	3.0%	46.3%	5.2%	18.9%	3.0%	20.2%	0.6%	2.9%
% point change	-0.1	+0.6	+0.2	-1.5	-0.3	+0.9	0.0	0.0

Volume shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
California 2024	1.8%	36.2%	2.6%	11.9%	6.5%	32.9%	0.2%	7.9%
California 2023	1.9%	37.2%	2.9%	11.9%	6.3%	31.8%	0.2%	7.8%
% point change	-0.1	-1.0	-0.3	0.0	+0.2	+1.1	0.0	+0.1

Volume shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Great Lakes 2024	2.3%	58.2%	3.6%	20.0%	0.1%	15.2%	--	0.6%
Great Lakes 2023	2.3%	57.6%	3.8%	20.7%	0.1%	14.8%	--	0.6%
% point change	0.0	+0.6	-0.2	-0.7	0.0	+0.4	--	0.0

Volume shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Midsouth 2024	4.0%	55.7%	3.8%	16.6%	1.7%	17.7%	--	0.5%
Midsouth 2023	4.2%	54.9%	3.7%	18.4%	1.8%	16.4%	--	0.6%
% point change	-0.2	+0.8	+0.1	-1.8	-0.1	+1.3	--	-0.1

Volume shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Northeast 2024	4.5%	41.3%	14.8%	9.5%	3.8%	22.7%	1.3%	2.1%
Northeast 2023	4.9%	41.2%	14.9%	10.7%	4.0%	21.2%	1.0%	2.1%
% point change	-0.4	+0.1	-0.1	-1.2	-0.2	+1.5	+0.3	0.0

Volume shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Plains 2024	2.4%	59.6%	1.7%	16.7%	0.1%	18.9%	--	0.7%
Plains 2023	2.4%	58.3%	1.7%	18.4%	0.2%	18.3%	--	0.7%
% point change	0.0	+1.3	0.0	-1.7	-0.1	+0.6	--	0.0

Volume shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
South Central 2024	1.5%	49.1%	1.2%	22.5%	0.9%	23.2%	0.3%	1.3%
South Central 2023	1.5%	48.9%	1.2%	23.8%	0.9%	22.1%	0.0%	1.5%
% point change	0.0	+0.2	0.0	-1.3	0.0	+1.1	+0.3	-0.2

Volume shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Southeast 2024	3.2%	43.0%	7.1%	27.3%	1.9%	15.1%	2.2%	0.3%
Southeast 2023	3.2%	39.7%	5.8%	31.6%	3.2%	13.8%	2.3%	0.4%
% point change	0.0	+3.3	+1.3	-4.3	-1.3	+1.3	-0.1	-0.1

Volume shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
West 2024	2.0%	41.1%	1.3%	17.4%	4.9%	24.6%	0.0%	8.6%
West 2023	1.9%	42.3%	1.3%	17.4%	5.0%	23.9%	0.0%	8.2%
% point change	+0.1	-1.2	0.0	0.0	-0.1	+0.7	0.0	+0.4

Source: Circana, MULO+, Total US and the nine regions (see map), 52 weeks ending 9/8/2024

Year-Over-Year Package Size Shifts for the total U.S. and by Region — Units

Like volume and dollars, the nationwide unit shares also reflect a shift toward eight- and 24-ounce packages. Regional differences vary widely.

Unit shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Total mushrooms 2024	5.9%	62.4%	5.4%	11.6%	1.5%	9.4%	0.2%	3.6%
Total mushrooms 2023	6.1%	61.7%	5.2%	12.6%	1.6%	8.9%	0.2%	3.7%
% point change	-0.2	+0.7	+0.2	-1.0	-0.1	+0.5	0.0	-0.1

Unit shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
California 2024	4.2%	53.0%	2.8%	8.7%	3.8%	16.0%	0.0%	11.3%
California 2023	4.2%	54.0%	3.1%	8.6%	3.7%	15.4%	0.0%	11.0%
% point change	0.0	-1.0	-0.3	+0.1	+0.1	+0.6	0.0	-0.3

Unit shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Great Lakes 2024	4.4%	72.6%	3.4%	12.5%	0.0%	6.3%	0.0%	0.7%
Great Lakes 2023	4.5%	71.9%	3.6%	13.0%	0.0%	6.2%	0.0%	0.8%
% point change	-0.1	+0.7	-0.2	-0.5	0.0	+0.1	0.0	-0.1

Unit shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Midsouth 2024	7.8%	69.4%	3.6%	10.3%	0.8%	7.3%	0.0%	0.6%
Midsouth 2023	8.2%	68.4%	3.5%	11.5%	0.9%	6.8%	0.0%	0.7%
% point change	-0.4	+1.0	+0.1	-1.2	-0.1	+0.5	0.0	-0.1

Unit shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Northeast 2024	9.3%	54.9%	15.1%	6.4%	2.0%	10.0%	0.3%	2.0%
Northeast 2023	10.0%	54.0%	14.9%	7.1%	2.1%	9.2%	0.3%	2.4%
% point change	-0.7	+0.9	+0.2	-0.7	-0.1	+0.8	0.0	-0.4

Unit shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Plains 2024	4.2%	74.8%	1.8%	10.4%	0.1%	7.9%	0.0%	0.9%
Plains 2023	4.2%	73.6%	1.8%	11.6%	0.1%	7.7%	0.0%	0.9%
% point change	0.0	+1.2	0.0	-1.2	0.0	+0.2	0.0	0.0

Unit shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
South Central 2024	3.1%	67.3%	1.3%	15.4%	0.5%	10.6%	0.1%	1.7%
South Central 2023	3.2%	66.7%	1.3%	16.3%	0.5%	10.1%	0.0%	2.0%
% point change	-0.1	+0.6	0.0	-0.9	0.0	+0.5	+0.1	-0.3

Unit shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
Southeast 2024	6.7%	58.8%	6.8%	18.6%	1.0%	6.9%	0.8%	0.4%
Southeast 2023	6.8%	55.6%	5.7%	22.1%	1.9%	6.5%	0.9%	0.6%
% point change	-0.1	+3.2	+1.1	-3.5	-0.9	+0.4	-0.1	-0.2

Unit shares	< 8 OZ	8 OZ	>8 OZ < 16 OZ	16 OZ	>16 OZ <24 OZ	24 OZ	> 24 OZ	Random weight
West 2024	4.4%	56.8%	1.2%	12.0%	2.7%	11.3%	0.0%	11.5%
West 2023	4.0%	58.1%	1.2%	12.0%	2.7%	11.0%	0.0%	11.0%
% point change	+0.4	-1.7	0.0	0.0	0.0	+0.3	0.0	+0.5

Source: Circana, MULO+, Total US and the nine regions (see map), 52 weeks ending 9/8/2024

Helpful Hints

This information can be found in the quad-week retail tracker reports, using the package size sales tab. Information can be found for:

- The total U.S., the nine Circana regions and the major markets.
- If different time periods or a combination of markets are of interest, please reach out any time.

For help or more information, please contact Anne-Marie Roerink, at: aroerink@210analytics.com