

Fresh Mushroom Sales Review; 4 and 52 w.e. 11.3.2024

# **October in Review**

* October sales were heavily disrupted in the Southeast region, where hurricanes Helene and Milton left millions without power for days. While this tends to benefit center-store categories, mushroom sales in the Southeast paced behind the rest of the country during this quad-week period.
* The Consumer Sentiment Index by the University of Michigan increased to 73 in November 2024 — the highest in seven months. The expectations index soared to 78.5, the highest since July 2021 and expectations over personal finances climbed 6%.

## **Fresh Mushroom Dollars, Units and Volume Performance**

The quad-week generated nearly $112 million in sales, which meant dollar sales were down 1.6% from year-ago levels. Pounds were down a little more, at -2.9%. While this performance is not as strong as quad week nine, the market disruptions pulled down sales in the Southeast, which is a large region that affected overall patterns.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Fresh mushrooms | 4 weeks ending 11/3/2024 | Vs.  YA | Vs.  3YA | Latest 52 w.e. 11/3/2024 | Vs.  YA | Vs.  3YA |
| Dollars | $112,288,193 | -1.6% | -5.1% | $1,524,537,259 | -1.9% | -4.7% |
| Units | 36,971,330 | -3.6% | -12.0% | 502,080,551 | -2.7% | -13.6% |
| Volume (pounds) | 24,600,048 | -2.9% | -11.1% | 334,701,629 | -2.6% | -13.1% |

Source: Circana, Integrated Fresh, MULO+, YTD and 4 weeks ending 11/3/2024

## **Performance by Type**

In the new MULO+ universe, white mushrooms represented 48.7% of total mushroom dollars, yet 55.7% of pounds due to a lower price per pound versus other varieties. White mushroom dollar sales were down -2.7% during the four-week period, roughly the same as the pound decline of -3.0%. Crimini/baby bella mushroom sales were down year-on-year, but fared better than white or portabella mushrooms. Crimini now accounts for 35.2% of pounds. Specialty mushrooms reflect 8.4% of sales in the expanded MULO+ universe. Dollar (+10.0%) and volume (+12.3%) sales increased substantially year-on-year.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **4 weeks ending 11/3/2024** | **Dollars** | **Dollar share** | **$ sales vs. YA** | **$ sales vs. 3YA** | **Volume (lbs)** | **Lbs**  **share** | **Lbs  vs. YA** | **Lbs vs. 3YA** |
| **Total fresh mushrooms** | $112.3M | 100% | -1.6% | -5.1% | 24.6M | 100% | -2.9% | -11.1% |
| White mushrooms | $55.7M | 48.7% | -2.7% | -9.5% | 13.7M | 55.7% | -3.0% | -15.1% |
| Crimini mushrooms | $40.1M | 35.7% | -2.0% | +4.6% | 8.7M | 35.2% | -3.1% | -1.5% |
| Portabella mushrooms | $8.2M | 7.3% | -4.0% | -24.5% | 1.6M | 6.4% | -6.7% | -24.8% |
| Specialty mushrooms | $9.4M | 8.4% | +10.0% | +6.2% | 0.7M | 2.7% | +12.3% | +1.7% |

Source: Circana, Integrated Fresh, MULO+, 4 weeks ending 11/3/2024

Reflecting typical quad-week 11 patterns, volume sales gained steam in the four weeks ending November 3rd, 2024. At +1.3%, the increase versus the prior quad-week was similar to the growth seen in prior years. Mushroom volume sales typically gear up between now and January (see forecasting tab in the data spreadsheet for more information).

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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% | -0.7% | -4.0% | -3.6% | -4.1% | -0,6% | 2.9% | 0.7% | 1.3% |  |  |

Source: Circana, Integrated Fresh, MULO+, quad weeks 2017-2024

## **Inflation and promotions**

Mushroom prices increased slightly over the past four weeks, both on a per unit and per pound basis. Across all types and sizes, the average package price reached $3.04, up 2.1% from last year. During the full year, prices increased nearly 1% on a per unit basis.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Fresh mushrooms | 4 w.e. 11/3/2024 | | Vs.  YA | Vs.  2YA | Latest 52 w.e. 11/3/2024 | Vs.  YA | Vs.  2YA |
| Price/unit | | $3.04 | +2.1% | +1.2% | $3.04 | +0.9% | +3.7% |
| Price/volume | | $4.56 | +1.4% | +0.5% | $4.55 | +0.7% | +3.1% |

Fresh mushroom promotions averaged 20.1% of total dollars during the quad week, a little less than the promoted levels last year as well as the annual average.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Fresh mushrooms | 4 w.e. 11/3/2024 | | Vs. YA | Latest 52 w.e. 11/3/2024 | Vs. YA |
| Share of dollars sold on promotion | | 20.1% | -6.9% | 17.8% | +5.0% |

Source: Circana, Integrated Fresh, MULO+, YTD and 4 weeks ending 11/3/2024

## **Additional observations:**

* Package size: 8-ounce packages generated $735 million in the past year, a decrease of 1.7% versus year-ago levels. Meanwhile, 24-ounce packages remained ahead of 16-ounce packages in dollar and volume sales. Additionally, 24-ounce packages grew dollar, unit and pound sales versus last year.
* Organic vs. conventional: Organic mushrooms generated $338 million in sales over the past year, up 2.9% over year ago levels as well as ahead of the prior two and three years. Additionally, organic mushrooms gained in unit and volume sales
* Value added: Value added mushrooms represented $632.5 million in sales in the past year. While this is a much higher share than that of total produce, value-added sales did not perform as well as whole mushrooms. Dollars were down by 3.1% for value-added versus -1.0% for whole mushrooms.
* Preparation: Within value added, stuffed mushroom sales declined 2.6% and sliced mushroom sales were down 4.2% for the year.

Source: Circana, Integrated Fresh, MULO+, 4 or 52 weeks ending 11/3/2024