

Fresh Mushroom Sales Review; 4 and 52 w.e. 1.26.2025

# **The Quad-Week in Review**

* The University of Michigan's Consumer Sentiment Index for January 2025 showed a decline, dropping to 71.1 from 73.2 in December. This marks the first decrease in six months, driven by concerns about the labor market and potentially higher prices due to tariffs on imports. The decrease in consumer sentiment was widespread, affecting consumers across different political affiliations, age groups and income levels.
* The January Circana primary shopper survey shows that the consumer price perceptions of grocery-type items remain unchanged, with 84% believing prices continued to rise — which has an ongoing 96% of consumers concerned about prices.
* In response, 55% of consumers look for sales promotions frequently and 44% refrain from buying non-essential items. Consumers also continued to move dollars and trips to value-focused retailers over full-service supermarkets. This has led to substantial dollar distribution shifts over the past few years.
* Lower-income consumers are the most likely to be concerned and implement a host of changes to their food buying behaviors, including eating at restaurants less often.
* Shoppers now purchase fresh produce an average of 84 times a year, which is up 3.3% year-over-year.

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

The quad-week generated $125 million in sales. While the volume was up from the prior quad-week levels, it was down 1.0% year-over year. Dollar sales experienced a steeper 4.1% decrease. This is due to higher promoted levels that increased 12% year-over-year for this four-week period. This has everything to do with the date endings of the quad-week reporting which pushed most of the New Year’s holiday sales into this quad week versus last year when the date cut of 12/31/2023 kept the holiday’s sale in the December reporting.

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| Fresh mushrooms | 4 weeks ending 1/26/2025 | Vs.  YA | Vs.  3YA | Latest 52 w.e. 1/26/2025 | Vs.  YA | Vs.  3YA |
| Dollars | $125.0M | -4.1% | -7.1% | $1.512B | -2.1% | -4.4% |
| Units | 41.8M | -2.0% | -10.3% | 499.3M | -2.7% | -12.0% |
| Volume (pounds) | 27.9M | -1.0% | -9.7% | 333.3M | -2.4% | -11.5% |

Source: Circana, Integrated Fresh, MULO+, YTD and 4 weeks ending 1/26/2025

## **Performance by Type**

In the MULO+ universe, white mushrooms represented 49.5% of total mushroom dollars, which is elevated compared to typical weeks. This is driven by light consumers entering the category. Crimini mushrooms, which had been the better performer most of the year, struggled this particular quad week.

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| **4 weeks ending 1/26/2025** | **Dollars** | **Dollar share** | **$ sales vs. YA** | **$ sales vs. 3YA** | **Volume (lbs)** | **Lbs**  **share** | **Lbs  vs. YA** | **Lbs vs. 3YA** |
| **Total fresh mushrooms** | $125.0M | 100.0% | -4.1% | -7.1% | 27.9M | 100.0% | -1.0% | -9.7% |
| White mushrooms | $61.9M | 49.5% | -2.6% | -9.7% | 15.6M | 56.1% | +1.6% | -12.0% |
| Crimini mushrooms | $44.9M | 35.9% | -5.0% | -0.2% | 9.9M | 35.4% | -3.7% | -3.2% |
| Portabella mushrooms | $8.9M | 7.1% | -10.2% | -28.5% | 1.7M | 6.2% | -7.2% | -24.3% |
| Specialty mushrooms | $7.9M | 6.3% | -2.5% | +9.6% | 0.6M | 2.0% | -2.8% | +3.2% |

Source: Circana, Integrated Fresh, MULO+, 4 weeks ending 1/26/2025

While mere days, the week ending impact prompted a ripple in the typical quad-week 13 patterns, while providing a bigger boost for the first quad week of the year. Volume sales increased 3.7% over quad week 13, the highest increase since 2021.

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| **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% | 10.9% | -1.5% |
| 2025 | 3.7% |  |  |  |  |  |  |  |  |  |  |  |  |

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

## **Inflation and promotions**

Mushroom prices decreased slightly over the past four weeks on a per pound basis, which is likely related to the 11.7% increase in promoted dollars. Across all types and sizes, the average package price reached $2.99, down 2.1% from last year. During the full year, prices increased around 0.6% on a per unit basis.

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| Fresh mushrooms | 4 w.e. 1/26/2025 | Vs.  YA | Vs.  2YA | Latest 52 w.e. 1/26/2025 | Vs.  YA | Vs.  2YA |
| Price/unit | $2.99 | -2.1% | -1.0% | $3.03 | +0.6% | +1.9% |
| Price/volume | $4.48 | -3.1% | -1.2% | $4.54 | +0.3% | +1.4% |

Fresh mushroom promotions averaged 17.6% of total dollars during the quad week, which was an increase of almost 12% year-over-year.

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| Fresh mushrooms | 4 w.e. 1/26/2025 | Vs. YA | Latest 52 w.e. 1/26/2025 | Vs. YA |
| Share of dollars sold on promotion | 17.6% | +11.7% | 18.3% | +5.2% |

Source: Circana, Integrated Fresh, MULO+, YTD and 4 weeks ending 1/26/2025

## **Additional observations:**

* Package size: 8-ounce packages generated $727.5 million in the past year, a decrease of 2.5% versus year-ago levels. Meanwhile, 24-ounce packages grew dollar, unit and pound sales versus last year, whereas 16-ounce packages had a below-average performance. The 24-ounce packages also performed best in the quad-week view.
* Organic vs. conventional: Organic mushrooms generated $29.2 million in sales over the quad-week period, up 2.7% over year ago levels as well as ahead of the prior two and three years. Additionally, organic mushrooms gained in unit and volume sales. The gains were also affected by the shift in the quad-week ending, at a more subdued level than seen during the past year.
* Value added: Value added mushrooms represented $624 million in sales in the past year. Value-added makes up a bigger share of sales than produce in general, however, conventional mushrooms outperformed in the shorter- and longer-time periods.
* Preparation: Within value added, stuffed mushroom sales reached $28.0 million for the year, which was down 4.2% and sliced mushroom sales were down 4.5% for the year.

Source: Circana, Integrated Fresh, MULO+, 4 or 52 weeks ending 1/26/2025