MUSHROOM MARKET
BY TYPE (BUTTON, SHIITAKE, AND OYSTER), BY APPLICATION
(FRESH MUSHROOMS AND PROCESSED MUSHROOMS (DRIED,
FROZEN, AND CANNED)), & BY REGION
GLOBAL TRENDS & FORECAST TO 2019
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1 EXECUTIVE SUMMARY

Mushrooms are the fruiting body of certain species of fungi. They are a fast-yielding and nutritious source of food and a reliable source of income for growers. Since mushroom cultivation does require limited or no land; it is a viable and attractive activity for urban and semi-urban dwellers.

Mushrooms traditionally collected from forests and now more cultivated have become popular products in the diet of consumers. The mushroom market is highly scattered and unorganized and within the unorganized sector, a large number of seasonal mushroom farms growing different mushroom species have appeared over the years, across the world. Mushroom cultivation is labor-intensive and developing countries such as China, India, Indonesia, and Vietnam have great potential in this industry.

The mushroom market was valued at $XX million in 2013. As studied from 2014, the market is projected to grow to $XX million by 2019 at a CAGR of XX%. The growth of the mushroom market is primarily driven by the rise in the consumption of processed food, rise in consumer awareness about health and wellness, and it being a promising and profitable business. However, factors such as limited shelf-life for mushroom products are a major hindrance to the growth of the market, globally.

FIGURE 1 MUSHROOM MARKET SNAPSHOT (2014 VS. 2019)

In this report, the mushroom market, on the basis of type, is broadly segmented into fresh and processed mushrooms. Processed mushrooms are further sub-segmented into dried, frozen, canned, and others (pickled mushrooms, mushroom powder, and mushroom sauce). The processed mushrooms segment is estimated to account for the largest share of the total mushroom market; and is projected to grow at a CAGR of XX% between 2014 and 2019. It is followed by the fresh mushrooms segment, which is projected to grow at a CAGR of XX% from 2014 to 2019.
Canned mushrooms are projected to be the largest and the fastest-growing market in the processed mushrooms segment. The market is estimated to reach $XX million in 2014, and grow at a CAGR of XX% to reach $XX million by 2019. The frozen mushrooms segment stood at the second position and is projected to grow at a CAGR of XX% to reach $XX million by 2019.
The European region is estimated to consume the largest volume of mushrooms in 2014. This market, in terms of value, is projected to grow at the highest CAGR of XX%. On the other hand, the market for mushrooms in the Asia-Pacific region is projected to grow at a CAGR of XX% during the period under study. The mushroom market in the North American and RoW regions is projected to grow at a CAGR of XX% and XX% respectively, during the period under study.
2 PREMIUM INSIGHTS

This chapter highlights the important aspects of the mushroom market and business space. The market is growing rapidly, with new product developments, expansions, and acquisitions. Increase in consumption of processed foods is estimated to drive the mushroom market, globally. The global market for mushrooms is segmented on the basis of types, application, and region. The market for mushrooms appears to have a significant and bright commercial potential in the future. The next set of illustrations will provide a brief idea about the significant dynamics, projections, and trends in the mushroom market.

2.1 ATTRACTION OPPORTUNITIES IN MUSHROOM MARKET

**FIGURE 4 ATTRACTION OPPORTUNITIES IN MUSHROOM MARKET**

**ATTRACTION MARKET OPPORTUNITY**

- Global mushroom market - $XX million in 2013 from $XX million in 2012
- Market growth is attributed to increasing consumption of processed foods and rise in consumer awareness for health and wellness
- Emerging economies such as China, Thailand, Indonesia, Brazil, and Canada offer several untapped opportunities

*Source: Expert Interviews, Annual Reports, and MarketsandMarkets Analysis*
2.2 MUSHROOM MARKET: PRODUCT SEGMENT, BY APPLICATION

**FIGURE 5** PROCESSED MUSHROOMS SEGMENT TO GROW AT THE FASTEST RATE & ACCOUNT FOR THE LARGEST SHARE IN NEXT FIVE YEARS

The global mushroom market is segmented by applications into fresh mushrooms and processed mushrooms; and processed mushrooms are further segmented as dried, frozen, and canned mushrooms. The processed mushrooms segment accounted for the largest share in 2013, was valued at $XX million, and is projected to grow at a CAGR of XX% between 2014 and 2019. This segment dominates the market as processed mushrooms have a longer shelf-life and can be transported easily. The fresh mushrooms segment is projected to grow at a CAGR of XX% and reach $XX million by 2019. Due to their high nutrition, mushrooms fetch a premium price compared to other vegetables or sources of vegetables. Processed mushroom production technologies have made exports viable and the segment is projected to see significant growth in the next five years.

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2.3 LIFE CYCLE ANALYSIS, BY REGION

The mushroom market in this report is divided into four major regions, namely North America, Europe, Asia-Pacific, and Rest of the World (RoW).

FIGURE 6  ASIA-PACIFIC REGION TO PROVIDE IMMENSE POTENTIAL OPPORTUNITIES FOR MUSHROOM MARKET GROWTH


Europe commands the lion’s share of the total mushroom market, followed by the Asia-Pacific region. Both European and North American markets are in the growth phase. The European market is expected to grow at a faster pace compared to North America, based on the food habits and popularity of mushroom products in the region. The Asia-Pacific and RoW (Latin America, the Middle East, & Africa) mushroom markets are in the initial phase of the growth stage and have the immense potential to exploit the benefits of mushrooms during the forecast period. The growth of the market in the Asia-Pacific region can be attributed to it being the major mushroom cultivation region and opportunities to tap the unexplored domestic consumption markets.
3 MARKET OVERVIEW

3.1 INTRODUCTION
A mushroom is a fleshy, spore-bearing fruiting body of a fungus, typically produced above ground on soil or on its food source. The standard for the name "mushroom" is the cultivated white button mushroom, Agaricus bisporus; hence the word "mushroom" is most often applied to those fungi that have a stem, a cap, and gills or pores on the underside of the cap. These pores or gills produce microscopic spores that help the fungus to spread across the ground or its occupant surface. Mushrooms are processed, produced, and consumed in many countries on a large scale. The global mushroom market is primarily driven by the increasing demand for processed foods with high nutritional values.

3.2 EVOLUTION
Ancient Egyptians believed mushrooms to be the plant of immortality according to hieroglyphics from 4600 years ago. In order to assure themselves of the entire supply of mushrooms, the pharaohs of Egypt declared that mushrooms were food for royalty and that no commoner could ever touch them. Other civilizations throughout Russia, China, Greece, Mexico, and Latin America, practiced mushroom rituals in ancient days.

During the 1800s, France emerged as the leader in the formal cultivation of mushrooms, due to the domestication of the common mushroom (Agaricus bisporus) in sewers and cellars. Mushrooms were prized for their ease of cultivation and limited space and capital requirements. They gained popularity in England, primarily due to experimentation with spawn and publicity in journals and magazines. The art of mushroom cultivation was introduced to the United States in the 1890s. William Marshall Swayne, who grew carnations in his greenhouse at Kenneth Square in Pennsylvania, utilized the available space under benches upon which the flowers were kept. Swayne’s efforts were sufficiently successful and this led him to construct the world’s first mushroom house.

The mushroom industry in Kenneth Square began to take shape as other farmers followed suit. However, despite the rapid growth and success of the mushroom industry early on, little was known about the factors that influence success or failure in the cultivation of mushrooms. Later, as the American mushroom industry developed; two United States Department of Agriculture (USDA) scientists produced the perfect pure-culture virgin spawn after much experimentation. This, in addition to new markets opening up due to the public’s increased consumption, facilitated the rapid growth of the mushroom industry.

The transition to large-scale production in the U.S. during this period of time was concentrated in certain regions and states including Long Island, Central Massachusetts, Chicago, Michigan, California, and Southeastern Pennsylvania. In 1924, XX% of the U.S. mushrooms were grown in Pennsylvania according to the Pennsylvania Department of Agriculture. By 1930, there were XX growers in the U.S., of which XX were in Chester County, Pennsylvania, according to the US Census Bureau.

After 1930, the industry in America continued to grow rapidly due to improvements in mushroom growing houses resulting in the production of healthier crops, better spawn production, and the development of synthetic manure. In addition, canning of mushrooms enabled producers to ship mushrooms to more distant parts of the country where the fresh product would not survive intact. During that period, organizations such as the Mushroom Growers’ Cooperative Association were developed to assist and protect growers.

The cultivation of shiitake mushrooms took off in the U.S. only around 1986 after the lifting of a ban on importing live cultures of this species by the USDA in 1972. Lentinus edodes, commonly called shiitake, originated in China, where it was cultivated on natural logs as early as A.D. 1100. This species of
mushroom which is native to Asia was later introduced to Japan by Chinese growers. Japanese growers utilized the shii tree for its cultivation, from which the name shiitake was derived. The Japanese were responsible for the spread of shiitake mushrooms eastward. Shiitake mushrooms have since become the leading specialty mushroom cultivated in the U.S.

The mushroom industry is one of the most rapidly developing industries in the agricultural sector in China. In 1978, the total output of mushrooms was only XX thousand tons, with a per capita mushroom output of XX kg and reached a production level of XX thousand tons by 2012. The government’s policy reforms and the transition from planned economy to a market economy have greatly promoted the initiatives of mushroom production and enabled rapid development of the mushroom industry. Chinese mushroom output accounted nearly XX% of the world total mushroom output in 2012, becoming the largest mushroom producing and consuming country in the world.

**FIGURE 7** DEVELOPMENT OF THE MUSHROOM MARKET

<table>
<thead>
<tr>
<th>4,600 years ago</th>
<th>1800</th>
<th>1890</th>
<th>Late 1924-1930s</th>
<th>Later</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Mushroom is regarded as plant of immortality and food for royalty in Egypt</td>
<td>• France emerged as leader in cultivation of mushroom</td>
<td>• Introduction of mushroom cultivation in the U.S.</td>
<td>• Growth of mushroom in U.S. on large scale</td>
<td>• Mushroom market gained momentum with its increasing uses and benefits for customers</td>
</tr>
</tbody>
</table>


### 3.3 MARKET SEGMENTATION

#### 3.3.1 MUSHROOM MARKET, BY TYPE

On the basis of type, the mushroom market is classified into button mushrooms, oyster, shiitake, and others. The market was dominated by button mushrooms and this trend is projected to remain the same from 2014 to 2019.

**FIGURE 8** MUSHROOM MARKET, BY TYPE

- **Button Mushrooms**
  - Market Size: 2013= $XX Million
  - CAGR = XX

- **Shiitake**
  - Market Size: 2013= $XX Million
  - CAGR = XX

- **Oyster**
  - Market Size: 2013= $XX Million
  - CAGR = XX

- **Others**
  - Market Size: 2013= $XX Million
  - CAGR = XX

Note: *Others include winter mushrooms, paddy straw mushrooms, milky mushrooms, reishi mushrooms

Note: CAGR taken between 2014 and 2019

3.3.2 MUSHROOM MARKET, BY APPLICATION

The mushroom market, on the basis application, is segmented into fresh and processed mushrooms. The processed mushrooms segment is further segmented into dried, frozen, canned, and others (pickled mushrooms, mushroom powder, and mushroom sauce). The processed mushrooms segment accounted for the largest share of the entire mushroom market in 2013.

**FIGURE 9  MUSHROOM MARKET, BY APPLICATION**

- **Fresh Mushrooms**
  - Market Size: 2013 = $XX Million
  - CAGR = XX

- **Processed Mushrooms**
  - Market Size: 2013 = $XX Million
  - CAGR = XX

*Note: CAGR taken between 2014 and 2019*

3.4 MARKET DYNAMICS

The mushroom market is projected to exhibit lucrative growth potential (XX%) in the next five years. As assessed, the growth of this market is to be propelled by the rise in consumption of processed foods and increasing consumer awareness about health & wellness. Increasing technological advancements and growing health concerns (obesity) provide new growth opportunities for players in this market. However, limited awareness and knowledge regarding the health benefits of mushrooms is the key factor limiting the growth of this market.

FIGURE 10  KEY DRIVERS: RISE IN CONSUMER AWARENESS ABOUT HEALTH & WELLNESS & INCREASING CONSUMPTION OF PROCESSED FOODS

![Diagram showing key drivers, restraints, opportunities, and challenges]

3.4.1 DRIVERS

Increase in consumption of processed foods is estimated to drive the mushroom market, globally. The increase in awareness about health and wellness is projected to complement market growth in the period under study.

3.4.1.1 Increase in consumption of processed foods

The changing needs and demands of consumers, advancements in science and technology applied in the field, and new regulatory systems define the changing face of the food industry. However, although the dynamics may change based on the type and form of food and the regional dominance in terms of demand for food, the industry is projected to thrive. The two primary reasons for this are the growing population and the changing lifestyles, coupled with higher potential to spend.

According to the FAO, the growing demand for processed food is driven by factors such as:

- Increasing urbanization
- Growth of the number of middle-class families
- Rising per capita income
- Growing distance between home and workplace

The rise in consumption of fast food has also boosted the market for agricultural mushrooms, globally. According to Food and Agriculture Organization (FAO), the number of McDonald’s outlets increased from XX in 1985 to XX restaurants in 2001, across XX countries. There has been a tremendous increase in the number of fast food outlets in emerging economies such as China and India. In China, KFC opened one restaurant in 1897, which grew to XX outlets in 2002.

The share of processed products (which accounts XX-XX%) in the total food export is higher and growing relatively faster in high income and upper-middle class income countries, and notably in countries such as Argentina, Brazil, Chile, Indonesia, Malaysia, Thailand, and Turkey.

3.4.1.2 Rise in consumer awareness about health and wellness

Changing food habits and lifestyles in developed nations has meant that the consumers include only preferred healthy food products as a part of their diet. Consumers have always shown aversion to fat content in various food products. Mushrooms are known for their unique taste and therapeutic properties. The benefits of mushrooms include efficient immune functioning, maintaining sugar levels, preventing cancer, controlling blood pressure, improved brain health, and weight loss.

Edible species of mushroom are very nutritious as:

- Most of the mushrooms are rich in protein, around XX%-XX% by dry-weight
- Fibers present in mushrooms help lower cholesterol levels
- Mushrooms are a good supplement for vegetarians, as certain B vitamins are found only in animal tissue and not any other plant
- They contain vitamin D, which helps in the absorption of calcium
- They contain copper, which helps the body to absorb oxygen and create red blood cells
- They contain low levels of fat, calories, and sodium
- They contain other important minerals such as potassium, selenium, phosphorus, zinc, and magnesium
With obesity reaching epidemic levels, consumers are becoming increasingly health-conscious and demand healthier foodstuffs. Mushrooms are highly nutritious, delicious, medicinal and economically potential vegetables. Research efforts are underway to develop innovative methods to enhance these properties of mushrooms.

Owing to various nutritious values, mushrooms are fast-becoming the new super-food.

3.4.1.3 Promising and profitable business

Mushrooms can be successfully grown without access to more land as it is an indoor crop and provides regular income throughout the year. The inputs required for mushroom cultivation are quite less and cultivation is weather-independent. According to the FAO, mushroom cultivation can recycle agricultural by-products as compost substrate, which can later be used as organic mulch for the growth of other horticultural crops, including vegetables. Mushroom cultivation is highly combinable with other traditional agricultural and domestic activities.

3.4.1.4 R&D and innovations to expand applicability & accelerate growth

Companies are investing in research & development to adjust the formulation of existing products and satisfy customer requirements. For instance, Bonduelle Group (France) has joined three European Universities (Bournemouth in England, Aalborg in Denmark and Florence in Italy) to develop a research team and to increase its market presence and develop new mushroom products. Rising health concerns and consumer demand for healthy products and the requirement of mushrooms to suit them drive companies to invest more in research and development.

3.4.1.5 Improving technologies to increase the shelf-life

Mushrooms, especially Agaricus bisporus, are valued for their white appearance, and browning of caps is an indicator of poor quality. Browning and bruising of the mushroom surface lead to reduced shelf-life and there is a need for evaluation to ensure that good-quality produce reaches the market to increase acceptance by consumers.

Mushroom spoilage occurs due to dehydration, bacterial growth, and enzymatic activities. Respiration rate is high even in harvested, cut or sliced mushrooms, and there are high chances of water loss and enzymatic browning. Bacteria that cause spoilage in mushrooms attack cell wall fibers and accelerate enzymatic browning, due to which mushroom products lose their attractiveness.

The processes which should be used to increase the shelf-life and to maintain the quality of mushrooms are:

- Chilling the mushrooms from harvest to cooking
- Using antimicrobial agents such as ozonized water, chlorine, chlorine dioxide, and citric acid
- Using anti-browning agents (for example citric acid or other polyhydroxyl acids, reducing agents such as ascorbic acid or chelating agents)
- Using MAP (Modify Atmosphere Packaging) or EMAP (Equilibrium Modify Atmosphere Packaging)
- Using new technologies such as irradiation or high pressure processing (HPP)
4 MUSHROOM MARKET, BY TYPE

4.1 BUTTON MUSHROOM

A button mushroom (Agaricus bisporus) is a gilled fungus that naturally occurs in Europe and North America. Button mushroom is also called a table mushroom, white mushroom, common mushroom, and cultivated mushroom. This type of mushroom is fairly rich in vitamins and minerals. It contains high amount of vitamin B and potassium. Raw mushrooms are free of natural cholesterol, fat, and sodium. These mushrooms also have very low energy levels: five medium-sized button mushrooms together contain only twenty calories. Button mushroom was the first mushroom to be commercially exploited on industrial scale and hence it is more popular across the world than other types.

FIGURE 11 BUTTON MUSHROOM: PROJECTED TO BE THE FASTEST-GROWING MARKET (2014-2019)

### TABLE 1  BUTTON MUSHROOM MARKET SIZE, BY REGION, 2012-2019 ($MILLION)

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<td>Europe</td>
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<td>Asia-Pacific</td>
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<tr>
<td>RoW</td>
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<tr>
<td>Total</td>
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</table>

*e - Estimated; p - Projected*


The European region accounted for the largest share of ~XX% in the button mushroom market in 2013. The region is projected to grow at a CAGR of XX% and reach $XX million by 2019 from $XX in 2014 due to strong demand for healthy food products along with high per capita consumption of mushrooms in the region. The North American region accounted for around XX% of total global button mushroom market in 2013 and is projected to grow at a CAGR of XX% between 2014 and 2019. The market is estimated to be valued at $XX million in 2014 and is projected to reach $XX million by 2019. On the other hand, the Asia-Pacific region is projected to grow at a CAGR of XX% and reach market size at $XX million by 2019.
5 MUSHROOM MARKET, BY APPLICATION

5.1 PROCESSED MUSHROOM MARKET

Processed mushroom have longer shelf-life as they are treated with certain chemical ad preservatives. They can be stored for a longer time and hence are gaining popularity. Due to growing urbanization and hectic work schedules, people find it difficult to find time to buy fresh food (fruits and vegetables) frequently. Hence, they prefer processed food so that they can use it for longer time. Thus, processed mushroom is projected to grow significantly in the next five years.

FIGURE 12 EUROPE: FASTEST GROWING MARKET FOR PROCESSED MUSHROOMS, 2014-2019


*e - Estimated; p - Projected
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<tr>
<td>RoW</td>
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<td>Total</td>
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</tbody>
</table>

e - Estimated; p - Projected


Globally, the European region is projected to be the largest and the fastest-growing market for processed mushrooms between 2014 and 2019. The market in Europe is estimated to be valued at $XX million in 2014, grow at a CAGR of XX% and reach $XX million by 2019. The market in Asia-Pacific and North American regions is projected to grow at a CAGR of XX% and XX% respectively, for the period under study.

Adding value to fresh mushrooms usually means either developing processed product, such as canned, frozen, powder, or drying surplus mushrooms for sale in the off-season, when the prices are higher. Therefore, processed mushrooms are gaining higher importance in the commercial cultivation of mushroom to benefit higher price, market, and season factors.
6 MUSHROOM MARKET, BY REGION

6.1 NORTH AMERICA

North America is estimated to be the third largest market in the global mushroom market. There is shift in eating habits of North-Americans from non-vegetarian to vegan eating habits. This has increased the demand and consumption of mushroom in the region. Also, there is a large scale production of white button mushroom in the European region (mainly western part of Europe), the North American region (majorly in USA and Canada), and in the Asia-Pacific (China, Korea, Indonesia, Taiwan, and India).

### TABLE 3 NORTH AMERICA: MUSHROOM MARKET SIZE, BY COUNTRY, 2012–2019 ($MILLION)

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<tr>
<td>Canada</td>
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<td>Total</td>
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</tbody>
</table>

* e – Estimated; p - Projected


The North American mushroom market was valued at $XX million in 2013. It is projected to grow to $XX million by 2019 at a CAGR of XX%. The U.S. accounted for the largest market in the entire region. The mushroom market in the U.S. is estimated to reach $XX million in 2014. It is projected to grow at a CAGR of XX% and reach $XX million by 2019.

6.1.1 U.S.

The U.S. is the second largest producer of mushrooms in the world, after China. Half of the U.S.’s mushroom is cultivated in the southeastern Pennsylvania, near the town of Kennett Square. Button mushrooms are most widely consumed mushrooms in the U.S.; however specialty mushrooms such as shiitake and oyster mushrooms are gradually gaining popularity.

Button mushroom accounted for nearly XX% of U.S. total mushroom production in 2012 and specialty mushrooms such as shiitake and oyster accounted for remaining XX% of production. Button and specialty mushroom production has increased at a CAGR of XX% from 2007 to 2012. As per United Nations Commodity Trade Statistics Database, the U.S. imported nearly XX thousand tons of mushroom and truffle products (prepared or preserved) in 2013 and was valued at $XX million.
The button mushroom segment accounted for the largest share in the U.S. mushroom market in 2013. The market is projected to grow at a CAGR of XX%, to grow from $XX million in 2014 and is projected to reach $XX million by 2019. Button mushrooms are highly cultivated in the U.S. and they do not require advanced technology and skilled labors, unlike specialty mushrooms (shiitake and oyster). The shiitake mushroom market is projected to be the fastest-growing market in the U.S. and is projected to reach $XX million by 2019 from an estimated value of $XX million in 2014.

The per capita consumption of mushrooms in the U.S. has increased since 2009 and is projected to follow the same trend in the next five years. Imported mushroom products (by quantity) in the U.S. mushroom market varied in the range of XX%-XX% in the last 5 years.
7 COMPANY PROFILES

7.1 BONDEUELLE FRESH EUROPE

7.1.1 BUSINESS OVERVIEW

Bonduelle Fresh Europe is primarily engaged in the manufacturing of integrated, year-round, climate controlled vegetables. The company operates through four business lines: canned vegetables, frozen vegetables, processed fresh vegetables, and prepared vegetables. The company has XX production facilities with XX distribution segments.

Bonduelle is organized in two geographical divisions – the Europe Zone and the Non-Europe Zone, to adapt to each market’s dynamics. The market leader in the frozen foods sector in the U.S. for private labels, Bonduelle takes a long-term view aiming to gain market share in the retail and food service segments wherein XX% of the company revenue comes from the Non-Europe zone (especially Americas) and XX% from the Europe zone.

FIGURE 13 BONDEUELLE FRESH EUROPE: BUSINESS OVERVIEW

Source: Company Website, Company Publications, Press Releases, and MarketsandMarkets Analysis

7.1.2 PRODUCT OFFERINGS

<table>
<thead>
<tr>
<th>Category</th>
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<tr>
<td>Canned Appertized Vegetables</td>
<td>• Bonduelle Mushrooms Whole</td>
</tr>
<tr>
<td></td>
<td>• Bonduelle Mushrooms Sliced</td>
</tr>
<tr>
<td>Frozen Products</td>
<td>• Bonduelle Mushrooms Sliced</td>
</tr>
</tbody>
</table>

Source: Company Website, Company Publications, Press Releases, and MarketsandMarkets Analysis
7.1.3 KEY STRATEGIES

Acquisitions and Research & Development

Bonduelle Group (France) acquired the France Champignon Group, one of the leading producers of mushrooms in the European region in 2010. The company is constantly striving to expand its global presence, especially in the European market. Also, the company has joined three European universities to develop a research team and to increase its market presence and develop new mushroom products.

7.1.4 RECENT DEVELOPMENTS

<table>
<thead>
<tr>
<th>Date</th>
<th>Approach</th>
<th>Description</th>
<th>Importance</th>
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</thead>
<tbody>
<tr>
<td>March 2010</td>
<td>Acquisition</td>
<td>Bonduelle Group (France) acquired France the Champignon Group, is a leading mushroom company in Europe with XX employees and a production capacity of XX tons of mushrooms in all forms.</td>
<td>Source: Company Website, Company Publications, Press Releases, and MarketsandMarkets Analysis</td>
</tr>
</tbody>
</table>

7.1.5 SWOT ANALYSIS

![SWOT Analysis Diagram]

Source: Company Website, Annual Reports, and MarketsandMarkets Analysis

7.1.6 MNM VIEW

Bonduelle Fresh Europe (France) is one of the leading manufacturers of mushrooms in the world. The company’s strong brand image is its key strength; although, geographic concentration and narrow product portfolio remain areas of concern. Going forward, volatile input prices, intense competition, and environmental regulations may impact the company’s operations. However, acquisitions, strategic collaborations, and expanding the product portfolio may offer ample growth opportunities for the company. The company is also focusing on research and development with the help of universities to develop and launch products to meet the growing diversified demand.
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