



## **Contents**

Executive overview	1
Top thoughts	
The Fifth Kingdom	
Mushroom supplement sales and growth, 2019-2027e	
\$396.3 million mushroom supplement market share by channel, 2023	
Mushroom supplement sales and growth vs. total Herb and Botanical sales and growth, 2019-2027e	
Mushroom supplement sales by channel, 2019-2027e	
Mushroom supplement growth by channel, 2019-2027e	
Mushroom supplement market share by channel, 2019-2027e	
Level of consumer awareness about functional mushroom productsproducts	6
Product categories that respondents currently purchase, by generation	6
Longitudinal survey data: Likelihood of consumers purchasing functional mushroom products within 6 m	nonths
Longitudinal survey data: Likelihood of consumers purchasing functional mushroom products within 6 m	nonths, by generation .
Conditions	8
\$396.3 million mushroom supplement market share by condition, 2023	
Mushroom supplement sales by condition, 2019-2027e	
Mushroom supplement growth by condition, 2019-2027e	(
Mushroom supplement market share by condition, 2019-2027e	10
Market manifestations	11
Royal Mushroom Functional Gummies for Kids	
Melting Forest D-Stress Beverage	
Youtheory Mushroom Immune Complex	
Plant People WonderSleep Mushroom Gummies	
Naked Nutrition Recovery Mushroom Powder	
New Chapter Healthy Aging Reishi Mushroom Blend	
Industry survey: Respondents' business types	
Industry survey: Categories respondents sell or sell into	
Industry survey: Supplement categories respondents sell or sell into	
Industry survey: Respondents that sell functional mushroom productsproducts	
Industry survey: Functional mushroom species respondents are selling, innovating in or investing in	
Read more	15
una lorro anta	16
supplements	
Top thoughts	
Market sizing	
\$396.3 million mushroom supplement market share by subcategory, 2023	
Mushroom supplement sales by subcategory, 2019-2027e	
Mushroom supplement growth by subcategory, 2019-2027e	
Mushroom supplement market share by subcategory, 2019-2027e	
Chaga supplement sales and growth, 2020-2027e	
Cordyceps supplement sales and growth, 2020-2027e	
Reishi supplement sales and growth, 2020-2027e	
Lion's mane supplement sales and growth, 2020-2027e	21



Turkey tail supplement sales and growth, 2020-2027e	22
Maitake supplement sales and growth, 2020-2027e	
Shiitake supplement sales and growth, 2020-2027e	23
Combination formulas supplement sales and growth, 2020-2027e	23
Consumer surveys	24
Market manifestations	24
Vita Hustle Mood + Mind Gummies	
Mycolove Farm Turkey Tail Tincture	
Freshcap Ultimate Mushroom Complex Capsules	
Health concerns consumers use functional mushroom supplements to address	25
Health concerns consumers use functional mushroom supplements to address, by generation	
Health concerns consumers use functional mushroom supplements to address, by gender	
How often consumers take functional mushroom supplements	
Need states consumers use functional mushroom supplements to address	27
Need states consumers use functional mushroom supplements to address, by generation	28
Need states consumers use functional mushroom supplements to address, by gender	
How long it takes for consumers to notice an effect when taking functional mushroom supplements	
Single species vs. combination formula consumption	
Where consumers first learned about functional mushroom supplements	30
Consumers who took functional mushroom supplements before other types of supplements	30
Consumers who took functional mushroom supplements before other types, by generation	31
Functional mushroom species consumers take in supplements	31
Delivery formats functional mushroom supplement users prefer	32
Delivery formats functional mushroom supplement users prefer, by generation	32
Functional food and beverages	33
Top thoughts	
Market sizing	
Consumer surveys	
Types of functional mushroom food and beverage products consumers purchase	
Most popular functional mushroom species in food and beverages	
Most popular functional mushroom species in food and beverages, by generation	
Health concerns consumers use functional mushroom food and beverages to address	
Health concerns consumers use functional mushroom food and beverages to address, by generation	
Health concerns consumers use functional mushroom food and beverages to address, by gender	
How often consumers take or purchase functional mushroom food and beverage products	
Need states consumers use functional food and beverages to address	
Need states consumers use functional mushroom food and beverages to address, by generation	
Need states consumers use functional mushroom food and beverages to address, by gender	
How long it takes for consumers to notice an effect after taking functional mushroom food and beverages	
How long it takes for consumers to notice an effect after taking functional mushroom food and beverages, by	
Where consumers first learned about functional mushroom food and beverage products	•
Market manifestations	
Host Defense Mycobrew Cocoa	• •
Ryze Mushroom Matcha	
Limbo Honey Walnut Pecan All-Natural Energy Rar	



Psychedelic mushrooms	42
Top thoughts	
Mind-expanding mushrooms move the market	42
Longitudinal survey data: Consumer use of psychedelic mushrooms	
Consumer surveys	44
Consumer use of psychedelic mushrooms	44
Amanita muscaria: curiouser and curiouser	45
How often consumers take psychedelic mushrooms	45
Longitudinal survey data: Psychedelic mushroom dosage	46
Longitudinal survey data: How consumers consume psychedelic mushrooms	46
Longitudinal survey data: Why consumers consume psychedelic mushrooms	47
Longitudinal survey data: Consumer knowledge of psychedelic mushrooms, by generation	47
Longitudinal survey data: Consumer interest in learning more about psychedelic mushrooms, by generation	48
Longitudinal survey data: Of consumers who don't currently use psychedelic mushrooms, their likelihood of using the	em 48
Related content	49
Opening Americans' minds to mushrooms	
Shrooms still booming	51
Acknowledgments and definitions	55
Acknowledgments	
Research methodology	55
Copyright	
Definitions	

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The NBJ model pulls from myriad data sources, outlined in the methodology at the end if this report. Critical to our outputs is our partnership with SPINS, which powers our retail data and understanding and whose Amazon data supports our e-commerce projections.

