

Mushrooms

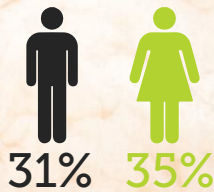
THE PACKER'S FRESH TRENDS 2023 SURVEY SHOWED 33% of all consumers said they purchased mushrooms in the past year. That percentage of consumers was down from 38% in *Fresh Trends 2022* and down from 40% of consumers in *Fresh Trends 2021*.

By income level, consumers earning \$50,000 to \$100,000 per year were the most frequent buyers of mushrooms, with 40% indicating mushroom purchases in the previous year. That's compared with 33% for those making more than \$100,000 annually, 28% for those making \$25,000 to \$50,000 a year and 29% making less than \$25,000 annually.

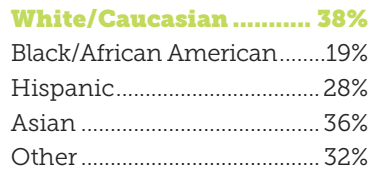
At 35% indicating purchases, women reported slightly greater fresh mushroom purchases than men (31%).

Of consumers who indicated purchases of mushrooms, 83% said they purchased sliced mushrooms in the past year, with 88% of shoppers making more than \$100,000 per year indicating sliced mushroom purchases. 🍄

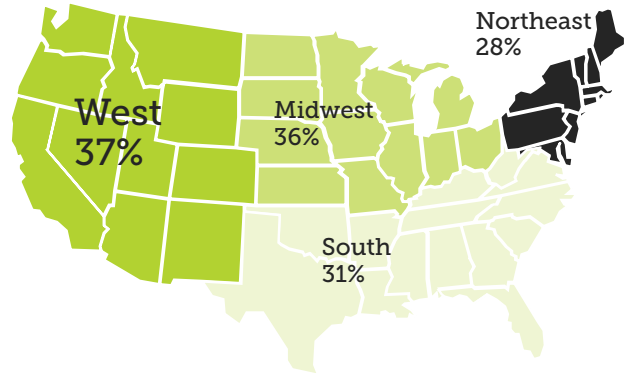
Reported purchase based on gender



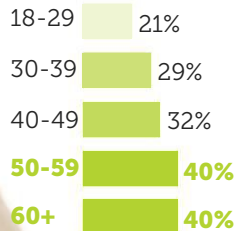
Reported purchase based on ethnicity



Reported purchase based on region

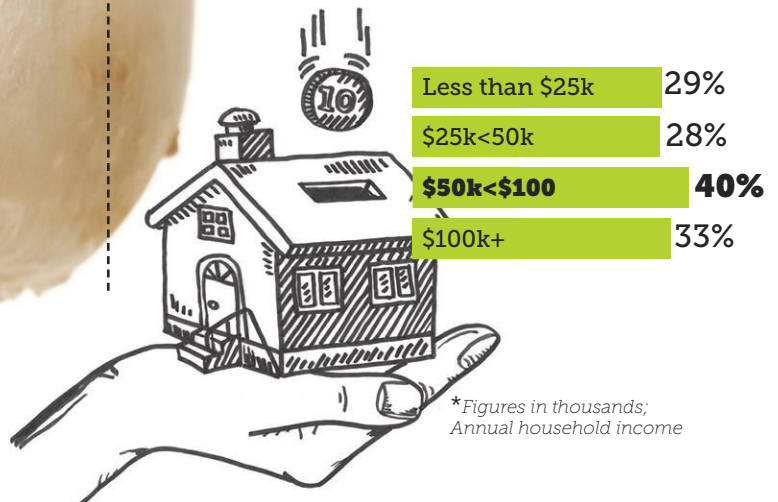


Reported purchase based on age*



*Considering primary household buyers

Reported purchase based on household income*



*Figures in thousands;
Annual household income