

# Mushroom Coffee Market to Reach USD 4.62 Billion by 2032 | Support from the Health and Wellness Industry

*Nutritionists, wellness influencers, and fitness experts are increasingly endorsing mushroom coffee as a healthy beverage option.*

AUSTIN, TX, UNITED STATES, November 15, 2024 /EINPresswire.com/ -- The [Mushroom Coffee Market](#) was valued at USD 2.85 billion in 2023 and is expected to grow to USD 4.62 billion by 2032, at a CAGR of 5.5% over the forecast period of 2024-2032.



The Mushroom Coffee Market is growing due to rising demand for natural health products, especially functional food products believed to provide health benefits. These fungi contain high levels of antioxidants and adaptogens that have been shown to enhance mental focus, lower stress, and support immunity when consumed, such as lion's mane, chaga, and reishi mushrooms.

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The Mushroom Coffee Market is rising due to Factors such as demand for innovative beverages, unique health benefits, and focus on wellness through mushrooms.”

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Innovative Flavors and Convenient Formats Drive Rapid Growth in the Mushroom Coffee Market

With expanding product lines, packaging, and a wider variety of flavors and formulations, the manufacturers in the mushroom coffee market are looking to attract

customers with their innovative offerings. This range not only draws in new customers but also increases its demand as people seek other paths of using mushroom coffee. While that innovation is still relatively young, the Mushroom Coffee Association expects it to hit the market with 20% more mushroom coffee products over the next five years.

That trend towards convenient, ready-to-drink coffee has catalyzed growth even further. Ready-to-drink formats of mushroom coffees suit busy, health-conscious consumers who want both convenience and wellness benefits. Consequently, since convenient coffee substitutes will become more well-liked, this market will benefit mushroom coffee-wise in the most significant way as well.

## Powdered Mushroom Coffee Dominates 2023 Market, While Grounded and Lion's Mane Segments Set for Rapid Growth

**By Outlook:** In 2023, powdered mushroom coffee held the largest size of the mushroom coffee market. One big reason powdered formats are so popular is due to their versatility they can be mixed into a variety of beverages as well as smoothies and recipes. Such convenience has increased the demand for powdered mushroom coffee among health-conscious consumers seeking more versatile ways to enjoy mushroom coffee.

The grounded segment of mushroom coffee is expected the fastest compound annual growth rate (CAGR) during the period of 2024-2032. And, this expected growth comes from an increasing interest in more standard forms of coffee, particularly for drinkers who enjoy the ritual of making coffee. With the additional functional health benefits of traditional mushroom coffee coupled with enjoying a similar experience as a traditional cup of coffee, this offers ample opportunity to tap into an expanding consumer segment of mushroom coffee enthusiasts, accelerating the market growth in the foreseeable future.

**By Mushroom Extract:** Chaga mushroom extract dominated the mushroom coffee market for the year 2023 because of its high antioxidant properties in addition to immune support, and resonates a lot with health-conscious consumers. Apart from this, people are also attracted to chaga due to its special earthy, mild flavor, which is compatible with coffee and enriches its taste without dominating it.

Lion's mane mushroom extract is predicted to accomplish the fastest compound annual growth rate (CAGR) from 2024-2032. Lion's mane is often praised for its cognitive benefits such as better memory and focus, making the mushroom increasingly popular for consumers interested in mental clarity and productivity. With a focus on functional foods that promote brain health.

### Form Outlook

- Grounded
- Powder

### Mushroom Extract Outlook

- Lion's mane
- Chaga
- Cordyceps

- Reishi
- Others

#### Caffeine Content Outlook

- Caffeinated
- Decaffeinated

#### Packaging Outlook

- Sachets
- Containers/Packets
- Coffee Pods

#### Distribution Channel Outlook

- Supermarkets/Hypermarkets
- Convenience stores
- Online

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#### North America Leads Mushroom Coffee Market in 2023, While Asia-Pacific Poised for Fastest Growth Through 2032

In 2023, North America accounted for the mushroom coffee market with the largest share driven by high awareness of functional foods and beverages and strong demand for natural wellness products. This, together with product innovation by various top brands, has made North America the leading market by a long way, driven by the health-conscious lifestyle of the region. Moreover, increasing consumption of adaptogenic drinks in addition to wellness-oriented diets are other major drivers augmenting demand in the US and Canada.

The Asia-Pacific region is expected to grow at the highest composite annual growth rate (CAGR) from 2024 to 2032. Consumer Interest in the rapidly growing category of functional beverages and the use of traditional health practices found by mushroom consumption, which has been regarded in Asian cultures as a medicinal value for centuries. The region is anticipated to see substantial market growth owing to rising disposable funds, urbanization, and a growing awareness about adaptogens and health-conscious products in China, Japan, and South Korea.

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#### Recent Developments:

- In October 2024, Swedish company Rå Hygge introduced a functional coffee made with the

nootropic mushroom tremella, which is claimed to support digestive health due to its lower acidity.

- In July 2024, ADIA Nutrition Inc. announced the acquisition of Biolete LLC, a leading innovator in protein coffee infused with mushrooms.

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