



There's a 'Shroom for That!

Trends in Functional Mushroom Adoption

DECEMBER 2023

About the Data

U.S. Wellness Consumer Insights

Brightfield's unique methodology combines survey data with social media activity for the deepest customer insights available.

Wellness can be many things. It's a smoothie before a 5k, or a handful of edibles while binging TV. What one chooses to get through today's stressful moment might not be what they reach for tomorrow.

Brightfield is part of this conversation in all of its facets. We align the products people use to stay well with their attitudes and lifestyle choices to get a full picture of their wellness journey.



**Survey fielded quarterly
since Q3 2021**



**Over 40,000 consumers
in the survey**



**10 millions social
conversations listened to**

About Us

Brightfield Group is the leading social listening-enabled research firm serving the global cannabis, CBD, and emerging wellness industries.

This is our **FREE** report

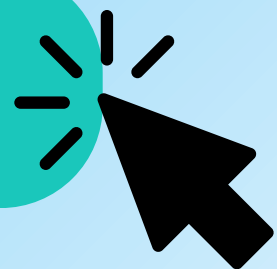
This report includes a small fraction of the data and insights in Brightfield's Consumer Insights and Social Listening for Wellness and CPG brands.

Brightfield Group insights are integrated with social listening to dive deep into:

- Functional Beverages
 - Protein Powders
 - Fish Oil / Omega 3
 - Energy Drinks
 - Plant-based Products
- & so many more categories!**



Get in Touch!



The Functional Mushroom Trend

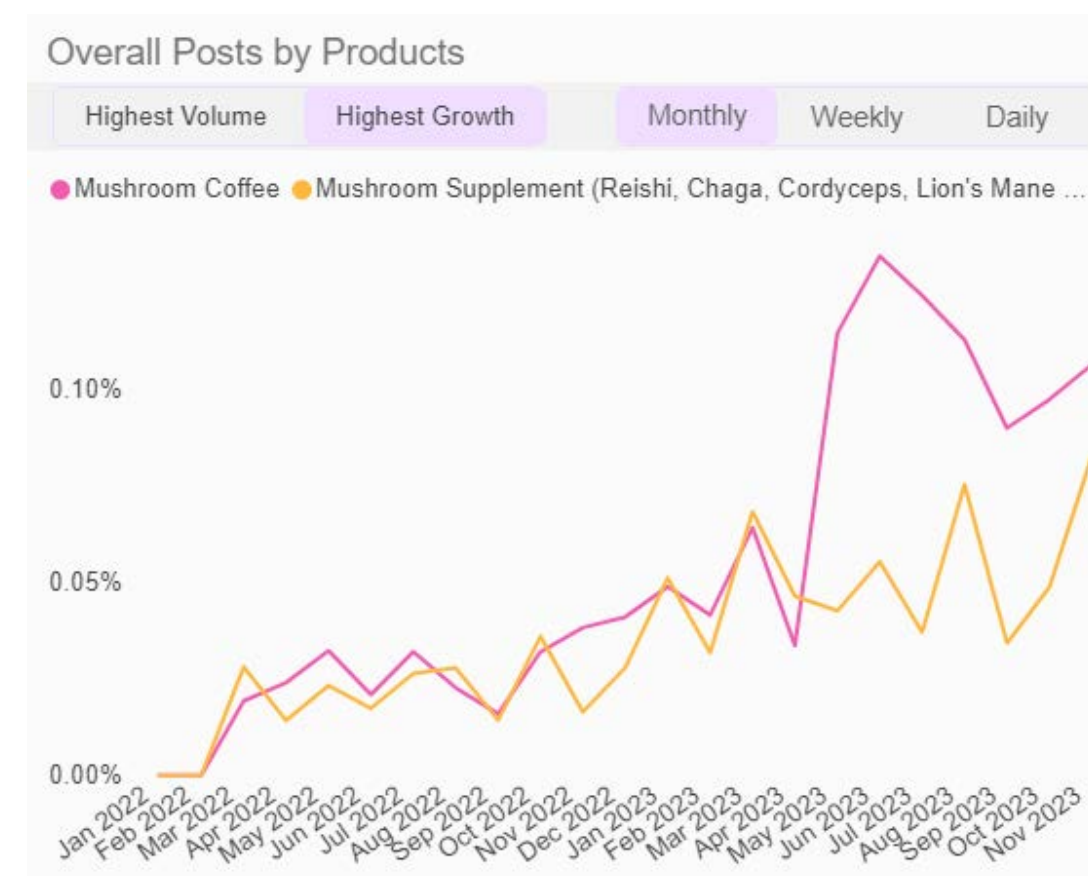
Mushrooms are purported to solve many of the problems that Americans need help with. From relaxation to immunity, energy to digestive health - you can find a functional mushroom to help with that! Since the COVID-19 pandemic, American consumers have been paying more attention to preventative health. They're looking for products and services to help them stay well before they are unwell. Brands offering innovative solutions to improve people's well-being have responded with a plethora of ingredient options – including functional mushrooms.

Mushrooms like Reishi, Chaga, Cordyceps, Lion's Mane, and Shiitake are purported to have distinct properties, ranging from immune system support and anti-inflammatory effects to cognitive enhancement and stress reduction.

Social media conversations about functional mushrooms point to chatter about how these ingredients relate to wellness topics like relaxation and mental health. Consumer insights show functional mushrooms purchasing is rising too. Consumers are seeking natural ways to manage stress, boost mental clarity, and support overall well-being, and functional mushrooms may be the answer.

Americans are moving into new, post-pandemic wellness trends like functional mushrooms. Brightfield Social Listening reveals conversations about mushroom coffee and mushroom supplements have increased since 2022.

From Brightfield Wellness Social Listening Portal



Source: Brightfield Group; U.S. Wellness Social Listening; November 2023



Social Listening: Mushroom Chatter

Brightfield Group Wellness Social Listening tracks specific ingredients and products to understand how consumers, brands, and influencers are talking about them online. Looking at conversations on mushroom coffee and supplements, holistic wellness is a key theme. The topic garners 18% of these conversations. Holistic wellness includes conversations around whole-body wellness and alternative/functional medicine. As such, functional health is also a key topic.

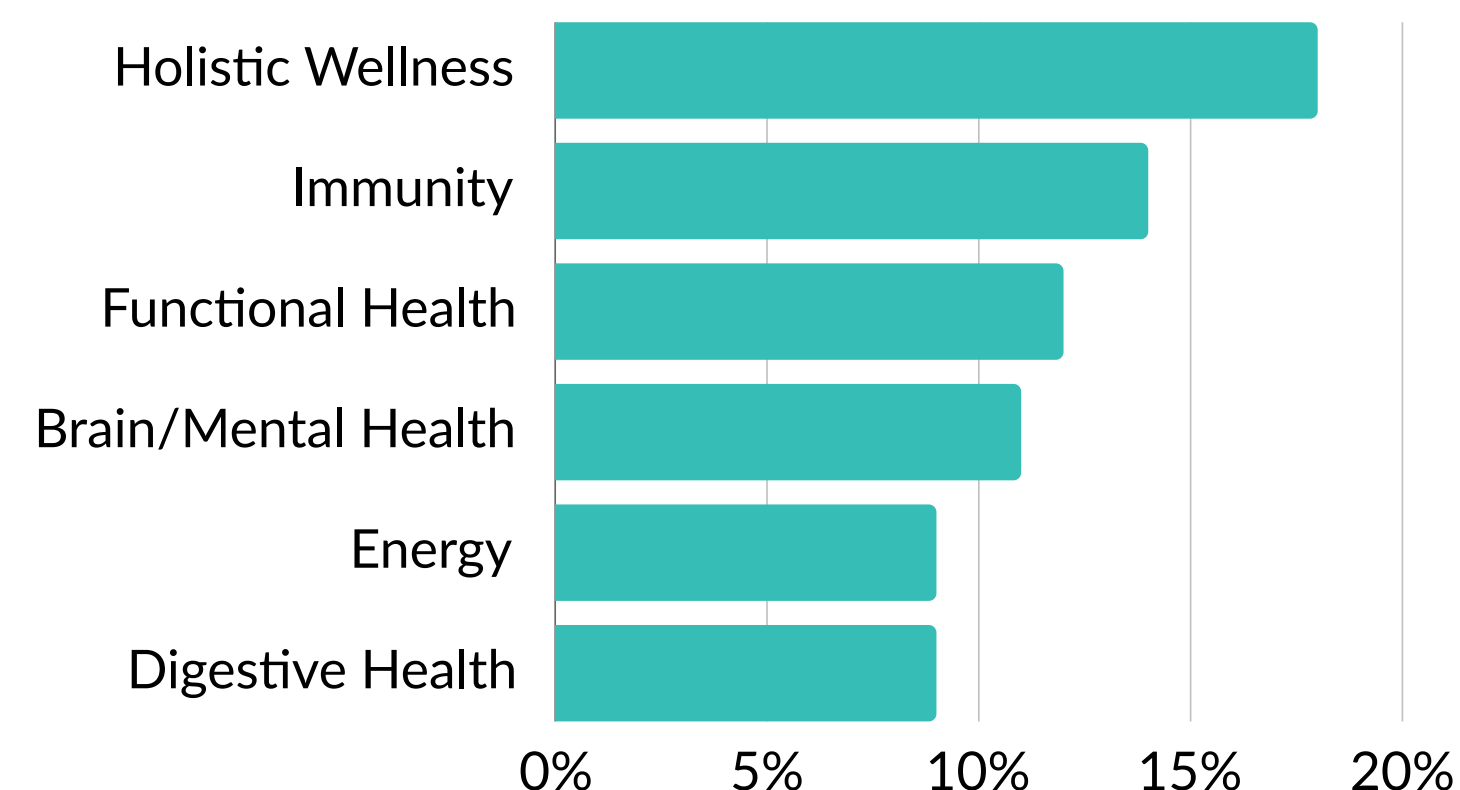
Immunity, mental health, energy, and digestive health are very different issues, but there's a shroom purported to help with all of them. Social listening shows us the chatter and content being made around each topic for each mushroom.

Brands can hone in on specific conversations happening around the mushroom they offer (or plan to introduce) to understand how to strategically enter the conversation.



% of Mushroom Conversations on Topic

01/03/2023 - 12/04/2023



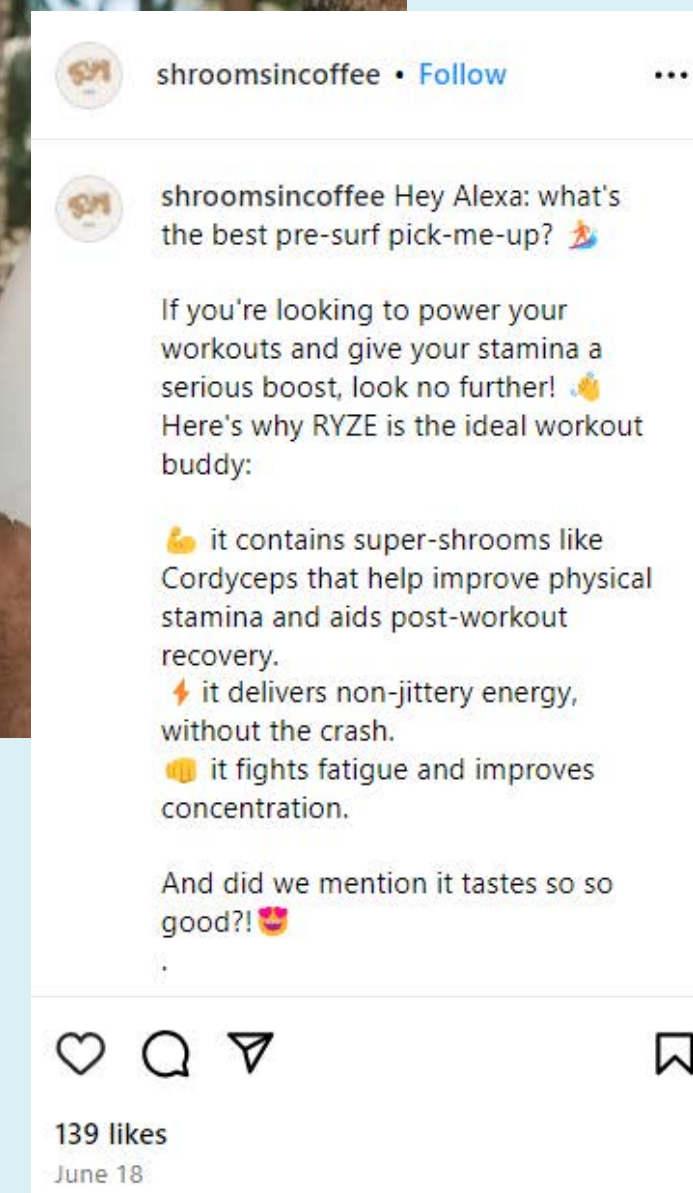
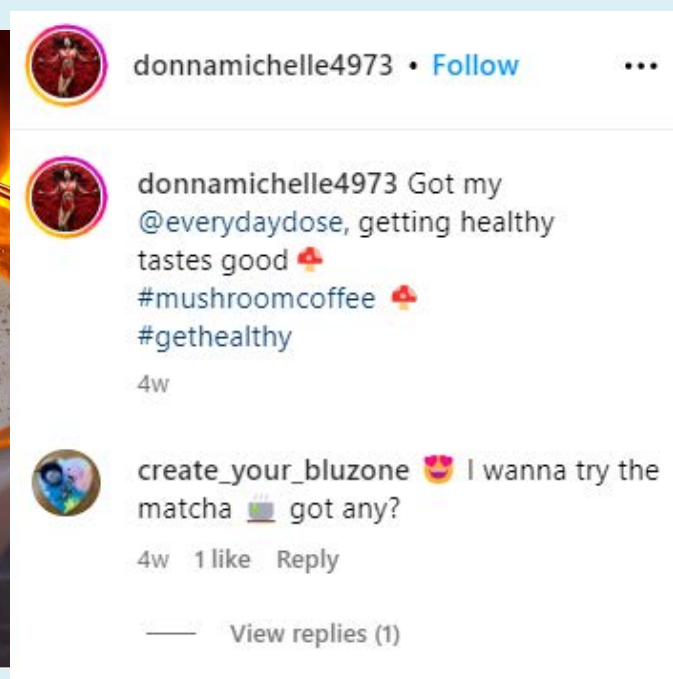
Social Buzz: Mushroom Coffee

Interest in mushroom coffee skyrocketed in 2023. Brightfield Social Listening data picked up this trend.

Consumers share their moments with mushroom coffee plus their favorite brands and the health benefits important to them. Brands share lifestyle shots and purported benefits of their mushroom products.

Mushroom coffee is an especially potent trend as consumers seek alternative sources of energy besides coffee. 18% of consumers who enjoy energy-boosting products say they purchase it because coffee gives them digestive issues or makes them too jittery.

Mushroom coffee is often naturally energy-boosting while being friendly to the gut. With gut health a major health issue on the rise, mushroom coffee's popularity is being bolstered by several different consumer wellness trends.



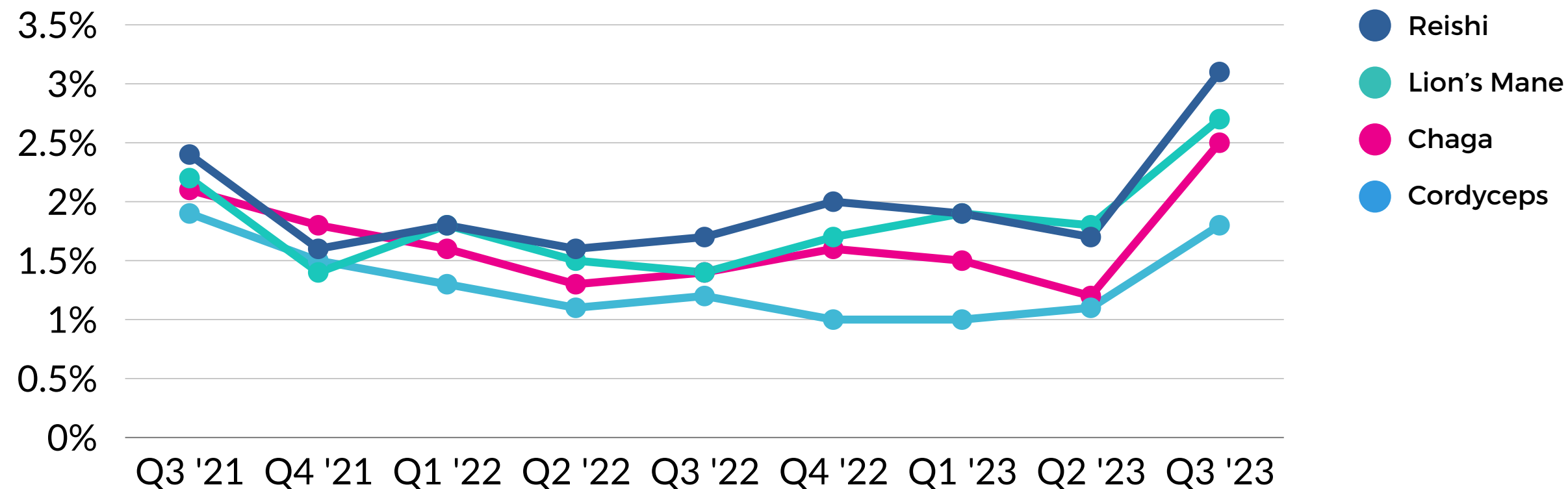
Thousands of Social Posts on Wellness Topics in Brightfield Social Listening!

Consumer Adoption Trending Up

Besides talking about functional mushrooms online, consumer survey data shows purchasing is also rising. About 3.3% of all consumers say they're purchasing mushroom coffee or supplements, which is about the same that buy pre-workout supplements and ginseng. When diving into specific mushrooms, Reishi sees the most reported use as an ingredient, and saw a large increase in use as an ingredient over 2023. Overall, the purchasing of functional mushrooms as an ingredient saw a steep increase from Q2 to Q3 2023.

Purchasing Mushrooms as an Ingredient

% of Americans buying each mushroom in the past 3 months



Source: Brightfield Group; U.S. Wellness Consumer Insights; Q3 2023



Functional Mushroom Consumer Demographics



51%
Have 1 or 2
Children

Functional mushroom consumers tend to be **millennials** and **Gen X** with **high incomes** and **children in the home**.

They are **trend setters**! These consumers are 3X as likely to be a “Trendy Enthusiast.”



40%
Live in a city



40%
follow a high
protein diet

Many of them are following a **high protein diet**, which mushrooms may help them achieve.

Functional mushrooms purchasers gravitate towards **alternative medicine** for their bodies and **mindfulness** for their minds more than the general population.



77%
try alternative before
traditional medicine



22%
have a graduate
degree or higher

[More Insights by Product Purchasing
in Wellness Consumer Insights!](#)



83%
practice
mindfulness

See how *your* target consumer is interacting with functional mushrooms in Wellness Consumer Insights!

[Get in Touch!](#)



About Brightfield Group

Brightfield Group's AI-driven consumer insights and social listening help marketing and innovation teams see the person behind the trend.

Informed by predictive AI integrated with **survey** and **social media** data, our data has the answers innovators need to make decisions confidently.



[Get in Touch!](#)

Problem

Solution BRIGHTFIELD GROUP

Outcome

I need more customers

Category specific consumer insights across brands and channels

Double your customer base!

Consumers don't recognize my brand

Flexibly **filter data** to zoom in on key motivators, messages, and channels that resonate with your consumer

Increase consumer awareness by 100%

It takes too long to validate new innovations

Data to validate trends in emerging categories with **real-time social listening** & quarterly updated consumer surveys

Cut go-to-market time in 1/2