

## **Argentina Mushroom Market Report and Forecast 2024-2032**

Market Report | 2024-05-01 | 188 pages | EMR Inc.

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### **Report description:**

Argentina Mushroom Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Argentina mushroom market reached a volume of nearly 9.51 KMT in 2023. Aided by the growing consumer awareness of health benefits associated with mushroom consumption, the market is projected to further grow at a CAGR of 4.6% between 2024 and 2032 to reach around 14.14 KMT by 2032.

Mushrooms are integral to various traditional and modern Argentine dishes, and their use has expanded beyond culinary applications to include pharmaceuticals and cosmetics due to their therapeutic properties. This surge in diverse applications of mushrooms is a critical driver for the market's growth.

The increasing inclination towards plant-based diets and sustainable eating habits among Argentine consumers has significantly bolstered the demand for mushrooms. As people become more health-conscious, the shift towards food products that support wellness and environmental sustainability has become pronounced. Mushrooms, being low in calories and fat and devoid of cholesterol, serve as an excellent meat substitute, aligning well with the growing trend of health and fitness. This shift is particularly evident among millennials and urban dwellers who prefer healthy food products. This is expected to drive the Argentina mushroom market expansion.

Argentina's rich culinary tradition, which integrates various cultural influences, has embraced mushrooms in innovative ways. Restaurants and home cooks are increasingly experimenting with different types of mushrooms, such as Shiitake, Portobello, and Cremini, enhancing the flavours and textures of traditional dishes. Additionally, the rising popularity of international cuisine in Argentina provides further impetus to the diverse use of mushrooms, contributing to Argentina mushroom market growth. Beyond the kitchen, the application of mushrooms in pharmaceuticals is gaining traction. Research on the medicinal properties of mushrooms, such as their potential to boost immunity and reduce the risk of chronic diseases, has led to their increased incorporation in dietary supplements and natural health products. This development is expected to open new avenues for the mushroom market within the pharmaceutical sector. This is expected to accelerate the Argentina mushroom market development. The integration of technology in mushroom cultivation is one of the key Argentina mushroom market trends. Modern cultivation methods such as controlled environment agriculture (CEA) are beginning to take root in Argentina. These methods allow for the precise control of temperature, humidity, and light, which are critical for optimising mushroom growth. Technological

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advancements not only increase yield and quality but also reduce the risk of crop failure due to environmental factors. As such, investing in technology could be a game-changer for local mushroom producers.

To further harness the potential of the Argentina mushroom market, there is an increasing need for consumer education regarding the types of mushrooms available and their respective culinary and health benefits. Enhanced awareness can lead to increased consumption and a broader consumer base. Marketing efforts and educational campaigns that highlight the unique flavours, health benefits, and environmental advantages of mushrooms could significantly boost their acceptance and integration into everyday Argentine diets.

Despite the promising growth prospects, the Argentina mushroom market faces challenges such as climate dependency and the need for precise production techniques, which can affect yield and quality. The lack of advanced cultivation technology in rural areas also restricts the market growth. However, government initiatives aimed at agricultural development and technological advancement are anticipated to mitigate these challenges by improving production capabilities and efficiency.

The growing export potential of Argentine mushrooms, particularly to neighbouring countries and the broader South America market, presents lucrative opportunities for investors and market players. Investments in biotechnology for mushroom cultivation are also expected to rise, driven by the demand for higher yield and quality. Furthermore, the development of organic mushroom farming could tap into the global trend towards organic food products, providing a significant growth area for the Argentina mushroom market.

The mushroom market in Argentina is set to grow robustly over the next five years, driven by dietary trends, increasing health consciousness, and culinary innovations. While challenges exist, strategic investments and technological advancements are poised to unlock the full potential of this burgeoning market, contributing to the health and wellness of consumers and the growth of the Argentine economy.

#### Market Segmentation □

The market can be divided based on type, form, and distribution channel.

#### Market Breakup by Type

- Button
- Shiitake
- Oyster
- Others

#### Market Breakup by Form

- Fresh
- Frozen
- Dried
- Canned

#### Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Grocery Stores
- Online
- Others

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Argentina mushroom market. Some of the major players explored in the report by Expert Market Research are as follows:

- Micelio Bio (Mu Mushroom)
- Establecimiento Micel SRL
- Hongos Del Pilar S.A.
- La Cuna Surena
- Porto (Abrantes S.A)
- Blanc Hongos Frescos

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\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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