

# How are Mushrooms Redefining Wellness & Beauty?

*An analysis of spontaneous conversations about mushrooms from social media, forums, and blogs in the US 2022 - 2024*



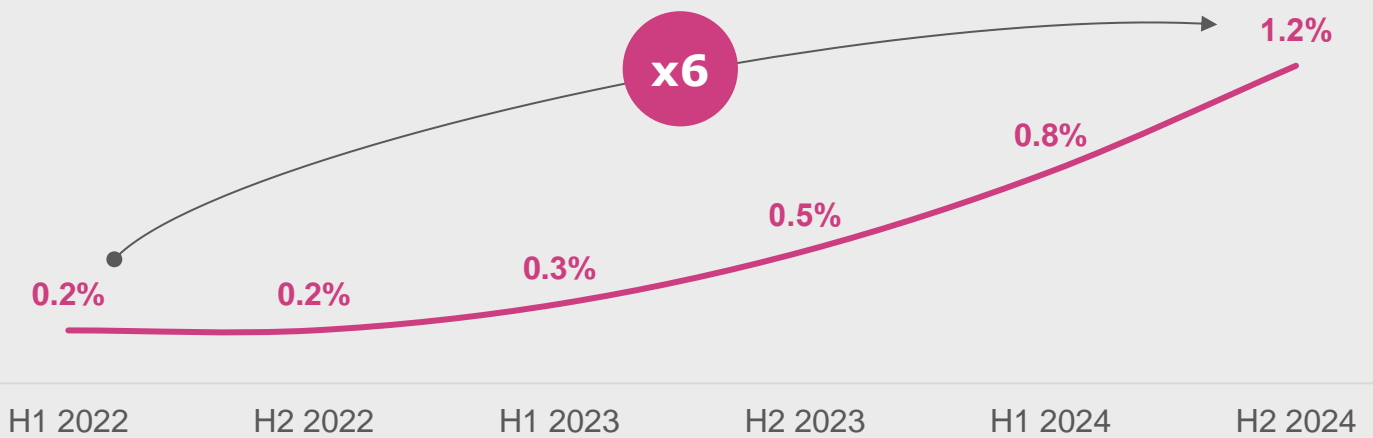
# The Trend



Mushrooms have been an increasingly popular topic since 2022. Conversations have surged sixfold over the past two years.

## Penetration of Mushroom Conversations

% of all online conversations that mention mushrooms in the US (2022 - 2024)



### Top Beauty Hashtags

- #jbeauty
- #antiagingcare
- #mushroombasedbeauty
- #mushroomfacemask
- #lion'smaneskinicare
- #reishiskincare
- #fungalskinicare
- #mushroombeauty
- #mushroomcosmetics
- #mushroomextract
- #tremellaskincare
- #mushroomserum
- #fungalskinicarecommunity
- #fungacnesafeskinicare
- #kbeauty

### Top Wellness Hashtags

- #lionsmane
- #selfcare
- #reishi
- #mushroominfused
- #mushroomhealth
- #mushroombenefits
- #wellnessmushrooms
- #mushroomfoods
- #mushroomnutrition
- #healthymushrooms
- #medicinalmushrooms
- #functionalfoods
- #mushroompowders
- #mushroomelixir
- #mushroomwellness
- #healing
- #holistichealth

### Top Food Hashtags

- #healthhack
- #shiitake
- #reishi
- #wholefoodplantbased
- #mushroomcoffee
- #mushroomnutrition
- #mushroompowders
- #mushroomrecipes
- #mushroomtea
- #mushroomremedies
- #functionalfoods
- #healthymushrooms
- #mushroomfoods
- #functionalmushrooms
- #holistichealth
- #turkeytail
- #lionsmane

# Specific Mushrooms

60%

of mushroom conversations mention **specific names of mushrooms**

Consumers are knowledgeable as they mention specific mushrooms for unique benefits.

## Most mentioned mushrooms

% of mushrooms conversations in the US (2022- 2024)

#Lingzhi  
#Mannentake

22% ↑



Reishi

#Houtougu  
#Monkeyshhead

13% ↑



Lions Mane

#caterpillarfungus

12% ↑



Cordyceps

#Wintermushroom  
#Oakmushroom

4% ↓



Shiitake

#birchconk  
#ciderconk

4% ↑



Chaga

#snowfungus  
#snowear

4%



Tremella

Other mushrooms with <1% of posts: Poria Cocos, Shaggy Mane, Agarikon, Maitake, Mesima, Enoki



“

A skincare range perfect for sensitive skin like mine. This range contains ingredients such as **Reishi and fermented Chaga mushrooms that soothe and calm redness and irritation.** Expect hydrated glowing skin with the Mega Mushroom range.  
#SkinOnShrooms #MegaMushroom #MushroomSkincare #sensitiveskin #ChagaMushroom #reishimushroom

# Trending Mushrooms

## Turkey Tail (1% of posts)

It is rich in prebiotics which help support gut health and can also help strengthen immune health.



“Turkey Tail is a great functional mushroom for supporting gut health, immune health, and longevity. 🍄💖100  
#mushrooms  
#mushroomsupplements  
#turkeytail #guthealth  
#healthyliving 🍄🍄🍄

## Maitake (< 1% of posts)

Can help regulate blood sugar and increase metabolism. It also has antioxidant properties that can help boost immune health and protect skin.



“Maitake is one ingredient in shakeology. It can help with inflammation, protect your brain and help with type 2 diabetes  
#maitake  
#maitakemushroom  
#shakeology #gym #health  
#protein #fitness

## Enoki (< 1% of posts)

Rich in collagen, it brightens skin and reduces pigmentation. It can also improve gut health by regulating bowel movements



“They're fun to eat but also because they're high in vitamin B3. just rinse them, pat them dry, and mix together 1 tbsp gochujang, 1/2 tbsp soy sauce.

# Motivations

85%

of mushroom conversations mention a motivation to use mushroom-based products

## Health & Wellness (62% of posts)

Consumers look for **functional benefits** like **brain function, stress relief, immunity, etc.**



“ **Shitake mushrooms** are a favorite in my household. They contain **beta-D-glucan, which can improve cholesterol, boost immunity, and support a healthy metabolism.**

#recipes #mealideas #metabolism

## Beauty (18% of posts)

Consumers look for **natural ingredients that boost hydration, reduce irritation and have anti-aging benefits**



“ **Shiitake mushrooms** aren't just for dinner... **they're an amazing skincare ingredient**

#naturalskincare #plantbased

## Ethical Consumption (15% of posts)

Mushrooms are considered **low environmental impact** and can be potentially **natural sources for active ingredients like hyaluronic acid, amino acids and collagen**



“ I recently **learned all about mushrooms, why they're so sustainable** and how these **amazing fungi go from farm to fork!**

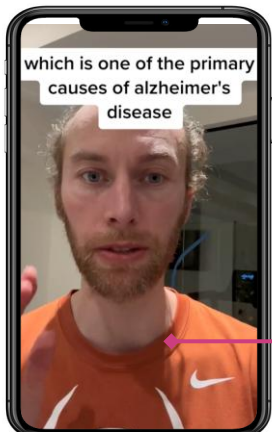
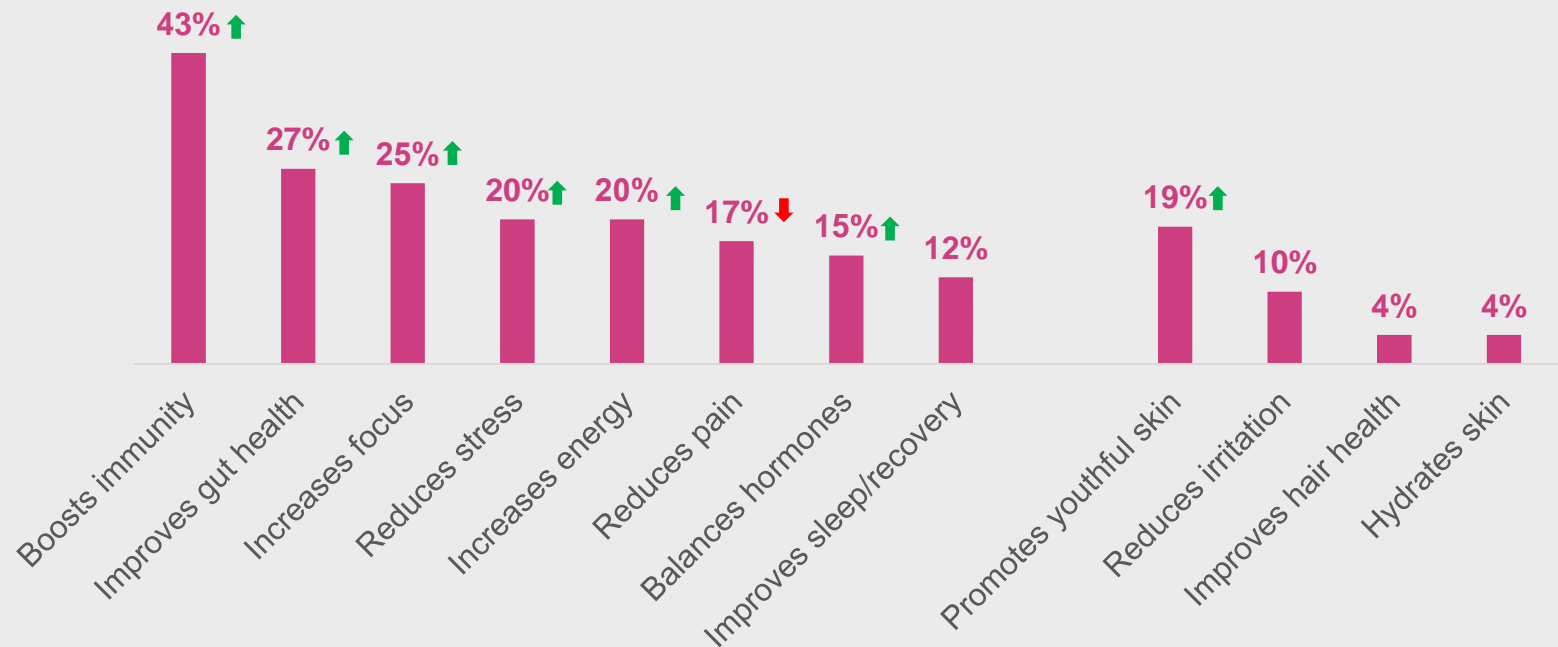
# Expected Benefits

**70%**  
of mushroom  
conversations mention  
**specific benefits**

Consumers are aware mushrooms can have a wide array of benefits related to their health & beauty routine.

## Top mentioned benefits

% of mushrooms conversations in the US (2022 - 2024)



“ **The Best Supplement for Brain Health. #LionsMane #Mushrooms #Supplements #BrainSupplements #Inflammation #Alzheimers #PreventAlzheimer’s #Memory #Sleep #TikTokLive #LearnOnTikTok #LionsDen**

# Health Benefits

70%

of mushroom conversations mention **benefits**

## Boosts Immunity (43% of posts)

Mushrooms like **Reishi, Shiitake, and Turkey Tail** strengthen the immune system



**Reishi is packed full of amazing nutrients** that provide countless benefits! Have you tried reishi mushrooms? **#fatigue #immune #immunesystem #sleep #insomnia #guthealth #health #healthy**

## Improves Gut health (27% of posts)

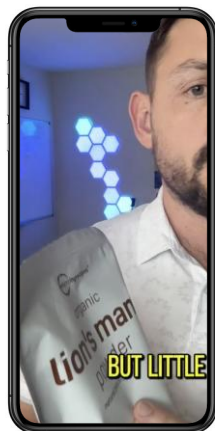
Mushrooms like **Lion's Mane, Turkey Tail, and Chaga** support gut health by reducing gut inflammation, and improving digestion



THE GREEN GUT GLOW DRINK 🌟🥬🍵 — a combination of supplements I take every single morning in one yummy drink: **prebiotics, probiotics, digestive enzymes, and ginger to eliminate bloat, gas, indigestion + support overall gut health.**

## Increases Focus (25% of posts)

**Lion's Mane** boosts cognition, while **Reishi and Cordyceps** support mental clarity



**Organic Lions Mane from the fully fruiting body grown on mycelium.** **#lionsmane #lionsmanemushroom #memoryloss #cognitivefunctions #brain #fyp #ttshop #tiktokmademebuyit**

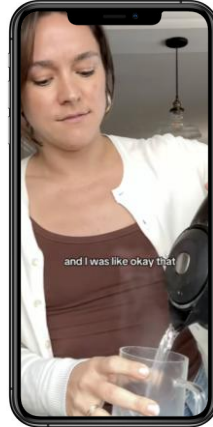
# Health Benefits

70%

of mushroom conversations mention **benefits**

**Reduces Stress**  
(20% of posts)

**Reishi and Cordyceps reduce stress & inflammation** and promote **recovery and wellness**



“ yay regular periods!! ❤️❤️  
@earthy energy #earthy  
#mushroomcoffee #stress  
#stressrelief #mushrooms  
#reishi

**Increases Energy**  
(20% of posts)

**Cordyceps boosts energy and stamina** by enhancing oxygen utilization, while **Reishi** helps **balance stress and fatigue**



“ **Boost Energy with Cordyceps Tea: Quit Coffee & Enjoy Better Focus** 🍵🍄💪  
#NaturalEnergy  
#cordycepsmilitaris  
#mushroomsociety

**Balances Hormones**  
(15% of posts)

**Reishi** helps **reduce stress and regulate hormones** because of its high quality **adaptogens**



“ **Natures best kept secret: The reishi mushroom**  
#foryou #learnontiktok  
#healthy #hormones  
#stress #wellnesstips  
#selfcare #minivlog #health  
#reishi



# Beauty Benefits

**70%** of mushroom conversations mention **benefits**

**Promotes Youthful skin  
(19% of posts)**

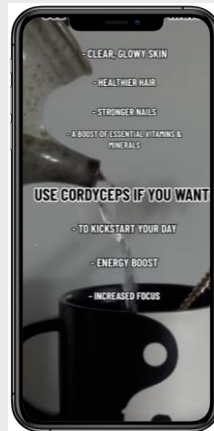
**Tremella hydrates**, while **Reishi** and **Shiitake reduce fine lines, irritation and promote youthful skin**



“ Let’s talk about tremella mushrooms! **They are my favorite and newest addition to my natural aging and healthy skin routine...!**  
**#over40##naturalaging #healthyaging##over40tik tok**

**Improves Hair health  
(4% of posts)**

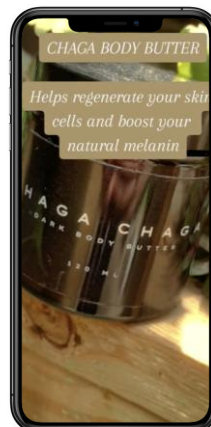
**Shiitake** boosts **hair health**, while **Reishi** reduces **inflammation & scalp irritation**



“ **Add a few drops into your drink of choice - feel the effects ✨ Do you want healthier hair? = try shiitake** #wellnessroutine #wellnessrecommendation #healthproducts #healthsupplements

**Improves Skin hydration  
(4% of posts)**

**Chaga** and **Reishi** improve **skin tone, texture, and hydration**



“ **Chaga mushroom bodycare care** ❤️ 🍄 #brownsugar #chaga #skincare #fyp #skin #hydration #melanin

# Formats

# 35%

of mushroom conversations mention **formats**

Consumers turn to formats that enhance absorption for the added efficacy.

## Powders (15%)



Consumers often prefer powders that are versatile for both food & beauty. They can be used for smoothies, skincare masks and even baking.

## Tablets (10%)



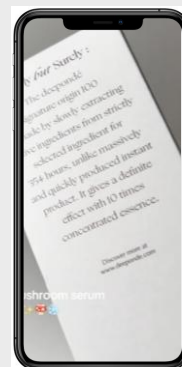
Consumers usually turn to **tablets** for convenient daily brain health, stress relief & immunity support.

## Coffees/Teas (7%)



Consumers turn to mushroom **coffees & teas** to improve immunity, reduce stress, increase in energy and enhance cognitive function

## Oils/Serums (3%)



Consumers turn to oils mostly for beauty benefits. Mushrooms oils are usually found in **serums, moisturizers & balms** for their hydration and anti-inflammatory benefits.

# Mushrooms & DIY



**13%**  
of mushroom  
conversations mention  
**DIY**

Consumers like to share their DIY Recipes to enhance the efficacy of their food & beauty routines.



Consumers will enhance their morning routines by making **mushroom lattes** and **teas**, made by brewing **Lion's Mane, Chaga, or Reishi** for the **increased energy and improved focus**.

Some add **Cordyceps or Maitake powder** to their **smoothies**, for **enhancing endurance, vitality and increased energy**.

Some take it a step further by taking **powdered mushrooms** (lion's mane, reishi, cordyceps) alongside their **daily supplements**.



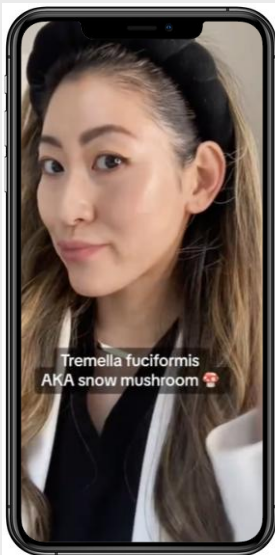
Consumers are embracing DIY mushroom beauty by incorporating it into their skincare routines with **face masks made by mixing mushroom coffee or chaga with honey, creating a hydrating, anti-aging treatment**.

For deeper hydration, some turn to **homemade serums by simmering Tremella mushrooms**, a **natural alternative to hyaluronic acid**, known for its **ability to lock in moisture and promote a plump, youthful complexion**.

# Mushrooms' popularity in Asia boosts their perceived efficacy in the U.S.

**10%**  
of mushroom  
conversations mention  
**Asian health &  
beauty remedies**

**Consumers value mushrooms as a key component of Asian beauty & wellness trends.**



In **Traditional Chinese Medicine**, mushrooms like **lion's mane, reishi, shiitake, and tremella (snow mushroom)** have been used to **improve gut health, longevity, enhance skin health, and boost overall well-being.**

**K-beauty and J-beauty** have incorporated these fungi like **reishi, and tremella (snow mushroom) into skincare** for their **anti-aging, brightening, and hydration benefits with brands** like Mixsoon's Reishi Mushroom Essense or Equalrxn Oat Milk PHA Serum with snow mushrooms



Consumers like to turn to **Asian Key Opinion Leaders** who share their favorite products that contain mushrooms and their expected benefits:



 **dr.zionko**  
799K followers



 **@alicesun**  
391K followers

# Brands Mapping



5%

of mushroom conversations mention **brands**

## Powders

HOST DEFENSE<sup>®</sup>  
*Mushrooms*

FOUR SIGMATIC

gaia<sup>®</sup>  
HERBS

MUSHROOM  
SUPERFOOD  
Om



FRESHCAP

plant  
people

## Capsules/tablets

FOUR SIGMATIC

HOST DEFENSE<sup>®</sup>  
*Mushrooms*

MUSHROOM  
SUPERFOOD  
Om

gaia<sup>®</sup>  
HERBS

lifecykel<sup>®</sup>

nütrops

eversio  
WELLNESS

Solaray<sup>®</sup>  
EST. 1973

## Coffees/Teas

MUSHROOM  
SUPERFOOD  
Om

FOUR SIGMATIC

lifecykel<sup>®</sup>

LUCID<sup>™</sup>

RYZE

EVERYDAY  
DOZE

ATLAS<sup>+</sup>

MUD\WTR<sup>®</sup>

## Oils/Serums

gaia<sup>®</sup>  
HERBS

ACC

CYMBIOTIKA

lifecykel<sup>®</sup>

NUTRITION  
Auri<sup>™</sup>

three ships<sup>®</sup>

ma:nyo

d'Alba  
piedmont

# 4 main personas



## Holistic Health Advocates

### PROFILE

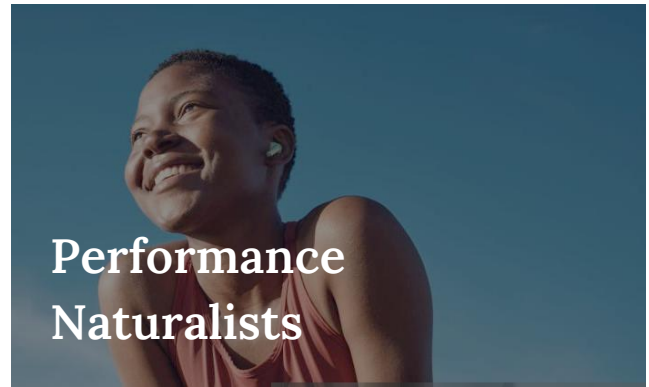
- Mostly men, between 35-50 years old, who prioritize natural, sustainable wellness practices.
- Look for immune support, stress relief & brain health, from mushrooms like Reishi, Lion's Mane, and Cordyceps by taking daily supplements and products like mushroom coffee/teas.

### PAIN POINTS

- All natural products are expensive. DIY can be too time consuming.



“ Shiitake mushrooms are a favorite in my household. **They contain beta-D-glucan, which can improve cholesterol.** #recipes #mealideas #metabolism



## Performance Naturalists

### PROFILE

- Men and women, between 25-35 years old, who prioritize physical performance, energy, and recovery.
- Look for energy & recovery products featuring Cordyceps for stamina and Reishi for stress recovery and inflammation reduction. They use mushroom powder to enhance protein

### PAIN POINTS

- Struggle finding an effective supplement routine that works consistently.



“ This **powerhouse mushroom is packed with antioxidants, adaptogens, and essential nutrients to boost endurance, recovery,** and muscle growth. 🚀

# 4 main personas



## Silver Goddesses

### PROFILE

- Mostly 40+ year old women, concerned with anti-aging, cognitive health, and maintaining vitality.
- Look for anti-aging products with Reishi, Tremella, and Chaga for skin elasticity, hydration, and inflammation reduction through either creams containing mushrooms or DIY serums.

### PAIN POINTS

- They do not see immediate skin improvements or don't see any different improvements than conventional skincare routines.



“**Tremella mushroom has so many benefits for your skincare needs.** Give it a try today.  
#drsng  
#hyperpigmentation



## Gut Health Seekers

### PROFILE

- Mostly 25-45 year old women with digestive concerns or those focused on improving gut health for overall well-being.
- Look for gut health supplements with Lion's Mane for digestive support (bloating & indigestion) and consume mushrooms in their diet or enhance beverages with powders.

### PAIN POINTS

- They do not see immediate indigestion relief.



“**My fav 6 mushies ever! From fresh cap Ultimate Complex!**  
#selfheal #lionsmane  
#maitake #chaga #reishi  
#cordyceps #Turkeytail  
#guthealth  
#dawormqueen

# The opportunities

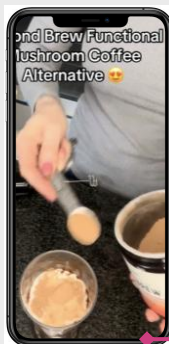
## 🎯 Targeting & Claims

**Highlight multifunctional benefits** (energy, focus, gut health, hormone health, recovery, pain relief, etc.)



“Functional mushrooms truly are the MVP of anything health related. **They have helped me so much in keeping my hormones balanced & helping with that skin glow** 🥰💖”

Target **individuals who look for all natural alternatives** to processed products for overall wellness.



“**This recipe is SO good! It is my go-to treat, but yet contains the wonderful benefits of mushrooms.** I highly recommend making it with milk, and adding a little bit of sweetener. Yum! #beyondbrew”

**Emphasize Trending, Newer Mushrooms** like Turkey Tail to strengthen their immunity & Maitake to regulate their blood sugar



“**They're fun to eat but also because they're high in vitamin B3.** just rinse them, pat them dry, and mix together 1 tbsp gochujang, 1/2 tsp soy sauce.”

**Leverage the sustainable, DIY aspect** that mushrooms offer in both food & beauty as well as their Asian influence.



“**DIY lion's mane powder-** would you make your own? #preservingfood #lionsmane #sustainability #sustainableliving #zerowaste”



# The opportunities



## Formats

Expand into alternative mushroom formats, including **proprietary blends, gummies & infused drinks**



“  
**#mushrooms**  
**#mushroomgummies**      **#energy**  
**#brainfog** **#lionsmane**

Mushroom supplement kits/subscription boxes tailored to **support daily wellness based on individual health goals**



“  
**Homegrown vitamin D supplements!**  
**#diyproject**      **#learnontiktok**  
**#gardening**      **#howto**      **#diy**  
**#homesteading** **#homesteadlife**



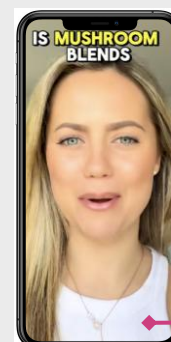
## Branded Content

Share **DIY recipes or TCM recipes** that could potentially enhance the efficacy of their food & beauty routines



“  
Add this **Chinese snow mushroom soup** in your daily routine for **healthy and glowing skin & hair**.  
**#snowmushroom** **#snowmushroomsoup**  
**#foodforskin** **#glowingskintips**

**Collaborate** with nutritionists, dermatologists and athletes to highlight the **role of mushrooms ability to enhance daily lifestyle**



“  
**I am absolutely obsessed with mushroom powders** because of the benefits for your health 🍄 ive been using these @Super Botanic blends which are organic. **#mushroompowder**  
**#mushrooms** **#tremella** **#chaga**



Contact us to learn more

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