

# PRIME

## Functional Mushroom Market & Formulation Guide

### Understanding The Functional Mushroom Market

The global functional mushroom market is experiencing significant growth, with projections indicating a continued upward trajectory.

A report by Grand View Research, Inc. suggests that the global mushroom market size was valued at 31.71 billion USD in 2023 and is expected to grow at a compound annual growth rate (CAGR) of 11.2% from 2024 to 2030. This growth is attributed to increasing awareness of the health benefits associated with functional mushrooms.

The primary consumers driving the demand for mushroom supplements are health-conscious individuals seeking out natural, plant-based supplements to enhance their overall well-being. A significant portion of this demographic includes fitness enthusiasts, individuals interested in holistic health practices, and those navigating the challenges of aging.

To effectively tap into this growing market, brands must prioritize product quality and authenticity. Consumers are becoming increasingly discerning about the supplements they choose, favoring products that are organic, non-GMO, and sustainably sourced. Transparency around sourcing and the manufacturing process, as well as third-party lab testing, can significantly enhance consumer trust and loyalty.

### Key Takeaways for Supplement Brands

- ✓ Enhance your product line by incorporating functional mushrooms like lion's mane or reishi, addressing consumer needs ranging from cognitive support to immune health.
- ✓ Prioritize transparency in your ingredient sourcing and manufacturing processes to meet consumer demands for safety and quality.
- ✓ Engage your audience through informative content that delves into the science and traditional uses of functional mushrooms.
- ✓ Seize the growing momentum of mushroom products by introducing new and inventive applications, captivating consumers with new and unique offerings

### Mushroom Product Applications

**CAPSULES & POWDERS**

**PET PRODUCTS**

**GUMMIES**

**COFFEE & TEA**

**CHOCOLATE & ENERGY BARS**

**SPORTS NUTRITION**

## NuLiv Science PRIME Mushroom Extracts & Powders

### Cordyceps

**PRIME**

Energy & Vitality

### Maitake

**PRIME**

Health & Well-Being

### Shiitake

**PRIME**

Health & Well-Being

### Agaricus

**PRIME**

Healthy Immune System

### LionsMane

**PRIME**

Cognitive Support

### TurkeyTail

**PRIME**

Healthy Immune System

### Chaga

**PRIME**

Health & Well-Being

### Reishi

**PRIME**

Longevity Adaptogen

## Did You Know?

NuLiv Science became one of the first companies to bring real fermented Cordyceps sinensis to the United States in 1997. From that point on we have developed top quality mushroom ingredients from some of the best functional mushrooms found in Traditional Chinese Medicine. Our manufacturing partner holds the only government permit to produce fermented Cordyceps sinensis and Ganoderma lucidum (Reishi) in the entire country of China.

## The PRIME Difference

Enhance the quality and effectiveness of your supplements by incorporating NuLiv Science's PRIME mushrooms, ensuring you receive the best nature has to offer. All PRIME mushrooms undergo testing for active compounds, preservatives, microbial content, pesticides, herbicides, residual organic solvents, and heavy metals. Samples undergo statistical testing by independent third-party laboratories in the U.S. for additional quality control.

✓ Quality      ✓ Purity      ✓ Reliability

## Common Mushroom Applications

	Cordyceps	TurkeyTail	Reishi	Lions Mane	Shiitake	Maitake	Chaga	Agaricus
Sports Nutrition	X			X			X	
Immune Supporting Products	X	X	X		X	X	X	X
Pet Products	X	X	X	X	X			
Healthy Brain Support			X	X		X		
Gummies	X	X	X	X	X	X	X	X
Adaptogenic Products	X		X	X				
Functional Foods & Beverages	X	X	X	X	X	X	X	X

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.