

Starchy Roots in India

Market Direction | 2022-12-20 | 18 pages | Euromonitor

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Report description:

As a result of COVID-19, many consumers focused on maintaining their fitness and wanted to control their weight. According to Euromonitor International's Consumer Lifestyles Survey 2022, in India 52% of respondents actively monitor what they eat in order to manage their weight. Pre-COVID-19, a lot of potato was used when cooking meals at home, as consumers believed it offered a good taste and was filling. Also, a lot of potatoes were used in fried snacks made at home. However, potato has a bad r...

Euromonitor International's Starchy Roots in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2017-2021, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cassava, Other Roots, Potatoes, Sweet Potatoes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Starchy Roots market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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