

Starchy Roots in China

Market Direction | 2023-12-22 | 18 pages | Euromonitor

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Report description:

In 2023, as local consumers return to more normal lifestyles, total volume sales of starchy roots are starting to recover from the previous year's disruptions when pandemic-related restrictions in China were still in place, which negatively impacted demand through foodservice and institutional channels. With consumers spending less time at home in 2023, retail volumes are decreasing, while foodservice volumes are improving but remain marginally below pre-pandemic levels. Nevertheless, overall de...

Euromonitor International's Starchy Roots in China 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 2018-2022, 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 2027 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.

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