

## **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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## Table of Contents:

Starchy Roots in China  
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### List Of Contents And Tables

#### STARCHY ROOTS IN CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Post-pandemic mobility drives demand for starchy roots in 2023

Variety of sweet potatoes becomes more diverse and with a premium positioning

##### PROSPECTS AND OPPORTUNITIES

"Waterfall" potato dishes are trending on Chinese social media platforms

Food as medicine may benefit other starchy roots

Summary 1 Major Processors of Starchy Roots 2023

##### CATEGORY DATA

Table 1 Total Sales of Starchy Roots by Category: Total Volume 2018-2023

Table 2 Total Sales of Starchy Roots by Category: % Total Volume Growth 2018-2023

Table 3 Retail Sales of Starchy Roots by Category: Volume 2018-2023

Table 4 Retail Sales of Starchy Roots by Category: % Volume Growth 2018-2023

Table 5 Retail Sales of Starchy Roots by Category: Value 2018-2023

Table 6 Retail Sales of Starchy Roots by Category: % Value Growth 2018-2023

Table 7 Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 Forecast Total Sales of Starchy Roots by Category: Total Volume 2023-2028

Table 9 Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2023-2028

Table 10 □Forecast Retail Sales of Starchy Roots by Category: Volume 2023-2028

Table 11 □Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2023-2028

Table 12 □Forecast Retail Sales of Starchy Roots by Category: Value 2023-2028

Table 13 □Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2023-2028

##### FRESH FOOD IN CHINA

##### EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

2023 key trends

Retailing developments

What next for fresh food?

##### MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

Table 23 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

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Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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