

Starchy Roots in China

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Starchy Roots in China
Euromonitor International
December 2023

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Starchy Roots in China

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-24
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com