

## **Starchy Roots in Japan**

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

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### **Report description:**

Total demand for starchy roots in Japan continues to improve in 2023, mainly driven by foodservice and retail channels. Like many categories of fresh food, foodservice volume sales of starchy roots experienced significant declines at the height of the pandemic, especially in 2020 when the first state of the emergency was announced nationwide. Foodservice establishments were requested to shorten their operational hours and limit the serving of alcoholic drinks, while all elementary, junior high a...

Euromonitor International's Starchy Roots in Japan 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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Euromonitor International  
December 2023

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