

## **Starchy Roots in Spain**

Market Direction | 2024-01-08 | 20 pages | Euromonitor

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### **Report description:**

After seeing a steep decline in sales in retail volume terms in 2022 due to inflation and a shift towards more budget-friendly and convenient alternatives like frozen potatoes and ready-to-eat tortillas, the consumption of starchy roots displayed signs of recovery in 2023. While sales within the key category, potatoes, still fell well short of pre-pandemic levels, in current value terms the category exceed pre-pandemic levels. This value growth was fuelled by price increases and a gradual shift...

Euromonitor International's Starchy Roots in Spain 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 2019-2023, 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 2028 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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