

## **Starchy Roots in India**

Market Direction | 2024-04-08 | 19 pages | Euromonitor

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### **Report description:**

Starchy roots is set to maintain slow and stable total volume growth in India in 2023, with increases expected by all measures. Potatoes remains by far the dominant category within starchy roots, but is set to see the slowest rate of growth in 2023. This is partly because although potatoes are filling, their consumption has a reputation for weight gain, and as more consumers in India are focusing on weight management for health reasons, some people are limiting their intake of potatoes in meals...

Euromonitor International's Starchy Roots in India 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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April 2024

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