

Starchy Roots in Italy

Market Direction | 2025-01-09 | 20 pages | Euromonitor

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Report description:

2024 was a relatively good year for potatoes, both at a local and European level, with sales in Italy seeing a return to growth in retail volume terms after a difficult few years. Despite being a profitable year for producers in terms of harvest yields there were modest results. The reason for this was mainly due to the effect of climate change, although it was also partly due to a reduction in sowing and a diversification of investments by farms. The impact of climate change is, however, the mo...

Euromonitor International's Starchy Roots in Italy 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 2020-2024, 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 2029 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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