

## Starchy Roots in Thailand

Market Direction | 2025-01-28 | 16 pages | Euromonitor

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### Report description:

Starchy roots saw steady consumption in Thailand in 2024, with this attributed to a stabilisation of production and unit prices. Also, despite economic pressures caused by inflation and the rising cost of living, starchy roots remain a staple food in Thai households. Consumers have also prioritised affordable and filling food options, also supporting steady consumption of these products. However, there has been a shift towards lower-priced varieties like cassava and taro.

Euromonitor International's Starchy Roots in Thailand 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.

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