

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.

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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Euromonitor International
January 2025

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