

## **Starchy Roots in Vietnam**

Market Direction | 2025-01-20 | 18 pages | Euromonitor

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### **Report description:**

Starchy roots in Vietnam saw potatoes produced domestically face intensified competition from cheaper variants in 2024. Imported potatoes are mostly from China, are widely available and are priced much lower than local potatoes. While previously Chinese offerings in fruits and vegetables were found mainly in wet markets, they are now rapidly gaining shelf space in modern grocery retail channels, readily available in supermarkets, hypermarkets, convenience stores and high-end stores. In all these...

Euromonitor International's Starchy Roots in Vietnam 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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## Table of Contents:

Starchy Roots in Vietnam  
Euromonitor International  
January 2025

List Of Contents And Tables

### STARCHY ROOTS IN VIETNAM

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Locally produced potatoes struggle to compete with imported options

Starchy roots benefits from its products' versatility

#### PROSPECTS AND OPPORTUNITIES

Government responds to domestic surplus problems

Sustainability will continue to support stable supply, with PepsiCo continuing to expand sustainable potato production in Vietnam

Summary 1 Major Processors of Starchy Roots 2024

#### CATEGORY DATA

Table 1 Total Sales of Starchy Roots by Category: Total Volume 2019-2024

Table 2 Total Sales of Starchy Roots by Category: % Total Volume Growth 2019-2024

Table 3 Retail Sales of Starchy Roots by Category: Volume 2019-2024

Table 4 Retail Sales of Starchy Roots by Category: % Volume Growth 2019-2024

Table 5 Retail Sales of Starchy Roots by Category: Value 2019-2024

Table 6 Retail Sales of Starchy Roots by Category: % Value Growth 2019-2024

Table 7 Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2019-2024

Table 8 Forecast Total Sales of Starchy Roots by Category: Total Volume 2024-2029

Table 9 Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2024-2029

Table 10 □Forecast Retail Sales of Starchy Roots by Category: Volume 2024-2029

Table 11 □Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2024-2029

Table 12 □Forecast Retail Sales of Starchy Roots by Category: Value 2024-2029

Table 13 □Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2024-2029

### FRESH FOOD IN VIETNAM

#### EXECUTIVE SUMMARY

Fresh food in 2024: The big picture

2024 key trends

Retailing developments

What next for fresh food?

#### MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2019-2024

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2019-2024

Table 16 Retail Sales of Fresh Food by Category: Volume 2019-2024

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2019-2024

Table 18 Retail Sales of Fresh Food by Category: Value 2019-2024

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2019-2024

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2019-2024

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2019-2024

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2024-2029

Table 23 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2024-2029

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Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2024-2029

Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2024-2029

Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2024-2029

Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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