



Euromonitor
International

Starchy Roots in China

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Solid demand and higher prices – the popularity of starchy root crops
Sweet potatoes become more diverse, and premium-positioned products are available

PROSPECTS AND OPPORTUNITIES

Taro milk tea: A nutritious trend redefining the use of taro in foodservice and beyond
Exploring the health potential of starchy roots as functional foods
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 China - Industry Overview

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
- 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

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/starchy-roots-in-china/report.