



Euromonitor  
International

# Starchy Roots in Thailand

January 2025

Table of Contents



KEY DATA FINDINGS

2024 DEVELOPMENTS

Unit prices of starchy roots stabilise, supporting consumption  
Starchy roots feature strongly in a wide range of both savoury and sweet foodservice dishes

PROSPECTS AND OPPORTUNITIES

Increased potato production expected, for both domestic consumption and export  
Health and wellness trends continue to drive the demand for starchy roots

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 Thailand - 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-thailand/report](http://www.euromonitor.com/starchy-roots-in-thailand/report).