



Euromonitor
International

Starchy Roots in the United Arab Emirates

December 2025

Table of Contents

Starchy Roots in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Starchy roots remains a key staple with new trends adding interest

INDUSTRY PERFORMANCE

Potatoes retain leadership as population growth and foodservice drives demand

Cassava gains traction through tapioca and bubble tea applications

WHAT'S NEXT?

Diversified sourcing and emerging local farming to strengthen food security

Convenience and health-led positioning driving innovation in sweet potatoes

Summary 1 - Major Processors of Starchy Roots 2025

CATEGORY DATA

Table 1 - Total Sales of Starchy Roots by Category: Total Volume 2020-2025

Table 2 - Total Sales of Starchy Roots by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Starchy Roots by Category: Volume 2020-2025

Table 4 - Retail Sales of Starchy Roots by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Starchy Roots by Category: Value 2020-2025

Table 6 - Retail Sales of Starchy Roots by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Starchy Roots by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Starchy Roots by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Starchy Roots by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fresh Food in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Fresh food sales on the rise as consumers pursue healthier lifestyles

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Fresh food in 2025: The big picture

Price sensitivity and busy lifestyles impact consumer shopping behaviour

Focus shifts to sustainable and reliable supply chains for key fresh foods

WHAT'S NEXT?

Supply chain stability will be key to growth over the forecast period

The shift towards healthier lifestyles should benefit fresh food sales

The United Arab Emirates set to be a benchmark for a modern fresh food ecosystem

CHANNELS

Price competitiveness and sustainability key features of the retail market

Online sales evolving thanks to increasing speed and efficiency

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

COUNTRY REPORTS 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-the-united-arab-emirates/report.