



Starchy Roots in India

March 2026

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Starchy Roots in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cassava and sweet potato drive growth for starchy roots in India

INDUSTRY PERFORMANCE

Declining potato prices and supply pressures challenge potato purchases in 2025

Processed cassava and sweet potato starch gain from gluten-free demand

WHAT'S NEXT?

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Convenience, safety, and nutrition drive growth and premiumisation in fresh food

KEY DATA FINDINGS

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Weather-driven disruptions and structural gaps shape fresh food in 2025

Consumer demand for quality, convenience, and functional benefits redefine premiumisation

WHAT'S NEXT?

Digital integration and data-driven supply networks are expected to transform fresh food

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