



**Euromonitor
International**

Starchy Roots in the US

December 2025

Table of Contents

Starchy Roots in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable, versatile perception maintains demand

INDUSTRY PERFORMANCE

Sweet potatoes leads growth as a health focus drives differentiation

Household shifts hit purchasing patterns

Convenience remains a key factor amid competition from frozen options

WHAT'S NEXT?

Format adaptation to influence category trajectory

Health positioning to offer competitive edge to sweet potatoes

Climate adaptation and supply dynamics add pressure to category stability

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 US - Industry Overview

EXECUTIVE SUMMARY

Positive total volume sales growth amidst persistent challenges

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Pulses gain momentum as economical, health-orientated options

Climate change creates production challenges

Weather conditions inform production and price volatility

WHAT'S NEXT?

Climate and trade dynamics to heavily inform supply

Health and demographic considerations

Convenience pressures to challenge fresh food's growth potential

CHANNELS

Consumers find a balance between home cooking and foodservice visits

Channel dynamics vary the performances of fresh food categories

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-us/report.