



Starchy Roots in Spain

January 2026

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Starchy Roots in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Climate disruption and convenience competition keep starchy roots in decline

INDUSTRY PERFORMANCE

Starchy roots remains in decline for 2025

Processed threat continues to rise, while producers intensify focus on localisation, modernisation and sustainability

WHAT'S NEXT?

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Fresh food volumes struggle as drought and convenience pressures intensify

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Fresh food turns in marginal volume growth thanks partly to price hikes

Challenges persist in form of droughts and processed alternatives

WHAT'S NEXT?

Fresh foods to see only marginal rises in volume sales

Sugar will fall fastest, while tourism helps to sustain foodservice sales

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