



Starchy Roots in France

January 2026

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Starchy Roots in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Potato price correction pulls down category as sweet potatoes gain relevance

INDUSTRY PERFORMANCE

Volume and value sales fall, though sweet potatoes holds strong

French consumers still prefer fresh potatoes, but new, minimally processed option is attracting attention

WHAT'S NEXT?

Sweet potatoes will continue to drive overall category growth

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[Fresh Food in France - Industry Overview](#)

EXECUTIVE SUMMARY

Health-led, value-driven demand supports fresh food expansion

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Prevailing health trends favour plant proteins as meat continues to struggle

Concerns with cost and ultra-processed foods shape behaviour, while premiumisation trend gains traction

WHAT'S NEXT?

Fresh food set to see stabilised sales and strong support for local produce

New trade agreement threatens fair competition, according to French farmers

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