



# 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?

Sweet potato and cassava are set to drive starchy root growth in India

Cassava starch expansion integrates fresh roots into everyday retail diets

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

#### EXECUTIVE SUMMARY

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

#### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Convenience, safety, and nutrition drive growth and transformation in fresh food in India

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

Resilience-focused production systems will stabilise fresh food in India

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/starchy-roots-in-india/report](http://www.euromonitor.com/starchy-roots-in-india/report).