



Euromonitor
International

Starchy Roots in Brazil

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet potatoes outperforms as shoppers shift within starchy roots

INDUSTRY PERFORMANCE

Elevated retail prices discourage volume expansion in 2025

Starchy roots benefit from clean label trends

WHAT'S NEXT?

Total volumes likely to increase in line with population and income gains

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Cost pressure and clean-eating preferences lift fresh food volumes in Brazil

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Fresh food benefits from cost concerns and shift away from ultra-processed alternatives

Health trends and home-cooking culture drive consumers to fresh food options

Distribution upgrades and rising interest in niche offerings support overall volume growth

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Further growth forecast amid continued consumer shift to natural foods

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