



Starchy Roots in the US

December 2025

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[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

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Climate adaptation and supply dynamics add pressure to category stability

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[Fresh Food in the US - Industry Overview](#)

EXECUTIVE SUMMARY

Positive total volume sales growth amidst persistent challenges

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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

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