



Euromonitor
International

Starchy Roots in the US

December 2025

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Starchy Roots in the US - Category analysis

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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?

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Climate change creates production challenges

Weather conditions inform production and price volatility

WHAT'S NEXT?

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