Euromonitor International

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?

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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

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