



Euromonitor
International

Starchy Roots in Mexico

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Potatoes underpin starchy roots growth as convenience formats gain ground

INDUSTRY PERFORMANCE

Demand for potatoes ensures robust rises for starchy roots in 2025
Cost pressures, climate risks and convenience drive consumer shifts

WHAT'S NEXT?

Gradual growth driven by health trends and climate-resilient innovation
Healthy eating, climate adaptation and tiered value strategies
Summary 1 - Major Processors of Starchy Roots 2025

CATEGORY DATA

- Table 1 - Total Sales of Starchy Roots by Category: Total Volume 2020-2025
- Table 2 - Total Sales of Starchy Roots by Category: % Total Volume Growth 2020-2025
- Table 3 - Retail Sales of Starchy Roots by Category: Volume 2020-2025
- Table 4 - Retail Sales of Starchy Roots by Category: % Volume Growth 2020-2025
- Table 5 - Retail Sales of Starchy Roots by Category: Value 2020-2025
- Table 6 - Retail Sales of Starchy Roots by Category: % Value Growth 2020-2025
- Table 7 - Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2020-2025
- Table 8 - Forecast Total Sales of Starchy Roots by Category: Total Volume 2025-2030
- Table 9 - Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2025-2030
- Table 10 - Forecast Retail Sales of Starchy Roots by Category: Volume 2025-2030
- Table 11 - Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Retail Sales of Starchy Roots by Category: Value 2025-2030
- Table 13 - Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2025-2030

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EXECUTIVE SUMMARY

Stability supports fresh food demand as climate risk rises

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Stabilising economic conditions ensure moderate growth in 2025
Health trends, convenience and climate change impact industry progress

WHAT'S NEXT?

Future growth remains highly dependent on adaptation to climate change
Sustainability will become increasingly important to attract consumers

CHANNELS

Small local grocers lead distribution despite losing share
E-commerce enjoys fastest expansion within retail, followed by convenience stores

MARKET DATA

- Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025
- Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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