



Euromonitor
International

Starchy Roots in India

March 2026

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Starchy Roots in India - Category analysis

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Cassava and sweet potato drive growth for starchy roots in India

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Processed cassava and sweet potato starch gain from gluten-free demand

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Weather-driven disruptions and structural gaps shape fresh food in 2025

Consumer demand for quality, convenience, and functional benefits redefine premiumisation

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