

Global Sweet Potato Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Sweet Potato market size will reach 38,204 Million USD in 2025 and is projected to reach 46,858 Million USD by 2032, with a CAGR of 2.96% (2025-2032). Notably, the China Sweet Potato market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Sweet potato (*Ipomoea batatas*) is a root vegetable known for its sweet taste, vibrant colors, and nutritional value. It belongs to the morning glory family and is cultivated for its starchy tuberous roots, which vary in color from orange and yellow to purple and white, depending on the variety. Sweet potatoes are rich in complex carbohydrates, dietary fiber, vitamins (particularly vitamin A and vitamin C), and minerals such as potassium and manganese. They are versatile ingredients used in various culinary applications, including roasting, boiling, baking, mashing, or frying. Sweet potatoes are enjoyed in both savory and sweet dishes, such as soups, stews, casseroles, pies, and desserts. They are often considered a healthier alternative to regular potatoes due to their lower glycemic index and higher nutrient content. Sweet potatoes are also valued for their adaptability to different growing conditions and their ability to thrive in diverse climates, making them an important food crop worldwide.

The major global manufacturers of Sweet Potato include Zgganshu, FAO, China Custom, Societe, Uncomtrade, Zaubu, CBP, NBS, Tradingeconomics, Dashboard, Zzys, Mof, Fara, Croptrust, etc. The global players competition landscape in this report

is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Sweet Potato. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Sweet Potato market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Sweet Potato market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Sweet Potato industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Sweet Potato Include:

Zgganshu

FAO

China Custom

Societe

Uncomtrade

Zauba

CBP

NBS

Tradingeconomics

Dashboard

Zzys

Mof

Fara

Croptrust

Sweet Potato Product Segment Include:

Hannah Sweet Potatoes

Japanese Sweet Potatoes

Jewel Sweet Potatoes

Stokes Purple Sweet Potatoes

Garnet Sweet Potatoes

Sweet Potato Product Application Include:

Commercial Food Industry

Home Food

Feed Industry

Chapter Scope

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