

# Global Sweet Potato Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/GA031268E8D9EN.html>

Date: January 2024

Pages: 110

Price: US\$ 3,480.00 (Single User License)

ID: GA031268E8D9EN

## Abstracts

According to our (Global Info Research) latest study, the global Sweet Potato market size was valued at USD 34380 million in 2023 and is forecast to a readjusted size of USD 39780 million by 2030 with a CAGR of 2.1% during review period.

Sweet potato is a herbaceous perennial vine, bearing alternate heart-shaped or palmately lobed leaves and medium-sized sympetalous flowers. The edible tuberous root is long and tapered, with a smooth skin whose color ranges between yellow, orange, red, brown, purple, and beige. Its flesh ranges from beige through white, red, pink, violet, yellow, orange, and purple. Sweet potato varieties with white or pale yellow flesh are less sweet and moist than those with red, pink or orange flesh.

China is the largest Sweet Potato market with about 65% market share. Africa is follower, accounting for about 19% market share.

The key players are Zgganshu, FAO, China Custom, Societe, Uncomtrade, Zauba, CBP, NBS, Tradingeconomics, Dashboard, Zzys, Mof, Fara, Croptrust etc. Top 3 countries occupied about 74% market share.

The Global Info Research report includes an overview of the development of the Sweet Potato industry chain, the market status of Commercial Food Industry (Hannah Sweet Potatoes, Japanese Sweet Potatoes), Home Food (Hannah Sweet Potatoes, Japanese Sweet Potatoes), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Sweet Potato.

Regionally, the report analyzes the Sweet Potato markets in key regions. North America

and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Sweet Potato market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Sweet Potato market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Sweet Potato industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Hannah Sweet Potatoes, Japanese Sweet Potatoes).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Sweet Potato market.

**Regional Analysis:** The report involves examining the Sweet Potato market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Sweet Potato market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Sweet Potato:

**Company Analysis:** Report covers individual Sweet Potato manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and

attitudes towards Sweet Potato This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Commercial Food Industry, Home Food).

**Technology Analysis:** Report covers specific technologies relevant to Sweet Potato. It assesses the current state, advancements, and potential future developments in Sweet Potato areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Sweet Potato market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Sweet Potato market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Hannah Sweet Potatoes

Japanese Sweet Potatoes

Jewel Sweet Potatoes

Stokes Purple Sweet Potatoes

Garnet Sweet Potatoes

### Market segment by Application

Commercial Food Industry

Home Food

Feed Industry

#### Major players covered

Zgganshu

FAO

China Custom

Societe

Uncomtrade

Zauba

CBP

NBS

Tradingeconomics

Dashboard

Zzys

Mof

Fara

Croptrust

#### Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Sweet Potato product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Sweet Potato, with price, sales, revenue and global market share of Sweet Potato from 2019 to 2024.

Chapter 3, the Sweet Potato competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Sweet Potato breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Sweet Potato market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Sweet Potato.

Chapter 14 and 15, to describe Sweet Potato sales channel, distributors, customers, research findings and conclusion.

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