

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

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## Abstracts

According to our (Global Info Research) latest study, the global Sweet Potatoes market size was valued at USD 34380 million in 2023 and is forecast to a readjusted size of USD 43040 million by 2030 with a CAGR of 3.3% 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 82% market share.

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

Regionally, the report analyzes the Sweet Potatoes 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 Potatoes market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Sweet Potatoes 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 Potatoes 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., Canned, Frozen).

**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 Potatoes market.

**Regional Analysis:** The report involves examining the Sweet Potatoes 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 Potatoes 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 Potatoes:

**Company Analysis:** Report covers individual Sweet Potatoes 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 Potatoes This may involve surveys, interviews, and analysis of

consumer reviews and feedback from different by Application (Commercial, Residential).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Sweet Potatoes 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 Potatoes 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

Canned

Frozen

Puree

### Market segment by Application

Commercial

Residential

### Major players covered

Bright Harvest Sweet Potato

ConAgra Foods

Nash Produce

Sweet Potato Spirit

Ham Farms

Dole

McCain

Carolina Innovative Food Ingredients

Heinz

Wayne E. Bailey Produce

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 Potatoes product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Sweet Potatoes 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 Potatoes 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 Potatoes.

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

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