

# Global Sweet Potato Market Research Report 2022

## Professional Edition

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### Abstracts

The global Sweet Potato market was valued at 3195.04 Million USD in 2021 and will grow with a CAGR of 2.05% from 2021 to 2027, based on HNY Research newly published report.

The prime objective of this report is to provide the insights on the post COVID-19 impact which will help market players in this field evaluate their business approaches. Also, this report covers market segmentation by major market vendors, types, applications/end users and geography(North America, East Asia, Europe, South Asia, Southeast Asia, Middle East, Africa, Oceania, South America).

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. The global sweet potato industry market is relatively concentrated. At the same time, countries such as China, Tanzania, and Nigeria have a prominent position in the global sweet potato industry due to their market share and climate environment. In the consumer market, global consumption growth is relatively stable. China is the largest producer, but its consumption level is very low. The European sweet potato market is still relatively small, but growing rapidly. The United States is the largest sweet potato supplier on the European market. European traders prefer the high volume and stability of US suppliers. Europe's main competitor is Spain, but according to an American businessman, Spanish products cannot compete with the quality of the United States. It is expected that South Africa will occupy a larger market share in the next few years.

Sweet potato consumption is closely related to downstream industries and the global economy. The growth rate of the sweet potato industry may not be as fast as there will be some uncertainties in the global economy in the next few years. But what is certain is that the sweet potato market has broad prospects. Although the global sweet potato market is highly competitive, many companies can make considerable profits through the production and sale of sweet potatoes, which is why we believe that some companies will enter this market. However, it is recommended that companies entering the industry plan carefully analyze the market and their strengths or weaknesses.

By Market Vendors:

Zgganshu

FAO

China Custom

Societe

Uncomtrade

Zauba

CBP

NBS

Tradingeconomics

Dashboard

Zzys

Mof

Fara

Croptrust

## By Types:

Hannah Sweet Potatoes

Japanese Sweet Potatoes

Jewel Sweet Potatoes

Stokes Purple Sweet Potatoes

Garnet Sweet Potatoes

## By Applications:

Commercial Food Industry

Home Food

Feed Industry

## Key Indicators Analysed

**Market Players & Competitor Analysis:** The report covers the key players of the industry including Company Profile, Product Specifications, Production Capacity/Sales, Revenue, Price and Gross Margin 2016-2027 & Sales with a thorough analysis of the market's competitive landscape and detailed information on vendors and comprehensive details of factors that will challenge the growth of major market vendors.

**Global and Regional Market Analysis:** The report includes Global & Regional market status and outlook 2016-2027. Further the report provides break down details about each region & countries covered in the report. Identifying its sales, sales volume & revenue forecast. With detailed analysis by types and applications.

**Market Trends:** Market key trends which include Increased Competition and Continuous Innovations.

**Opportunities and Drivers:** Identifying the Growing Demands and New Technology

**Porters Five Force Analysis:** The report provides with the state of competition in industry

depending on five basic forces: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services, and existing industry rivalry.

### Key Reasons to Purchase

To gain insightful analyses of the market and have comprehensive understanding of the global market and its commercial landscape.

Assess the production processes, major issues, and solutions to mitigate the development risk.

To understand the most affecting driving and restraining forces in the market and its impact in the global market.

Learn about the market strategies that are being adopted by leading respective organizations.

To understand the future outlook and prospects for the market.

Besides the standard structure reports, we also provide custom research according to specific requirements

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