

# Potato Starch Market Report by Category (Native Starch, Modified Starch, Sweeteners), Application (Food Applications, Industrial Applications), and Region 2024-2032

<https://marketpublishers.com/r/PF17E65EE8B3EN.html>

Date: March 2024

Pages: 143

Price: US\$ 3,899.00 (Single User License)

ID: PF17E65EE8B3EN

## Abstracts

The global potato starch market size reached 4.2 Million Tons in 2023. Looking forward, IMARC Group expects the market to reach 5.2 Million Tons by 2032, exhibiting a growth rate (CAGR) of 2.4% during 2024-2032. The rising consumer demand for gluten-free and clean-label products, the surge in vegan and vegetarian diets favoring plant-based ingredients, the rapid expansion of the food processing industry, the versatile applications of potato starch across various sectors, growing emphasis on sustainability, the convenience food sector's expansion, and ongoing innovation in potato starch products are accelerating the market growth.

Potato starch is a refined white powder derived from the processing of potatoes. One of its primary uses is as a thickening agent in culinary applications, including soups, sauces, and gravies. Its ability to provide a smooth, clear texture to these dishes makes it a popular choice. Moreover, potato starch offers several advantages, including gluten-free status, making it suitable for individuals with gluten sensitivities or celiac disease. It also exhibits good freeze-thaw stability, making it ideal for frozen food products. There are two main types of potato starch: native and modified. Native potato starch is extracted through a simple mechanical process, while modified potato starch undergoes chemical alterations to enhance its functionality in specific applications. These types cater to a wide range of industries, such as food, pharmaceuticals, and textiles, emphasizing the significance of potato starch in various sectors.

The global potato starch market is influenced by the increasing consumer demand for gluten-free and clean-label products and the rise in vegan and vegetarian diets. This is

further augmented by the growth of the food processing industry. Moreover, the expanding applications of potato starch in various industries, such as textiles and pharmaceuticals, and the shifting focus on sustainable and eco-friendly production methods are accelerating market growth. In line with this, the expanding convenience food sector and the emergence of innovative potato starch products are propelling market growth. Furthermore, rising health consciousness among consumers and the globalization of food supply chains are fueling the market growth.

#### Potato Starch Market Trends/Drivers:

##### Increasing consumer demand for gluten-free and clean-label products

The global potato starch market is significantly influenced by the surging consumer demand for gluten-free and clean-label products. Consumers today are increasingly health-conscious and are seeking alternatives to traditional wheat-based ingredients. Potato starch, being naturally gluten-free, has gained prominence as a preferred choice in various food products. This demand is propelled by individuals with gluten sensitivities, celiac disease, and those adopting gluten-free diets for perceived health benefits. Clean-label products are another driving force. Consumers are scrutinizing product labels more than ever, seeking transparency in ingredient sourcing and processing. Potato starch, a minimally processed ingredient derived from potatoes, aligns with these preferences. It's considered a clean and natural ingredient, making it an attractive option for food manufacturers aiming to meet consumer demands for transparency and simplicity in food products. This dual demand for gluten-free and clean-label products positions potato starch as a pivotal component in the evolving food industry landscape.

##### Rise in vegan and vegetarian diets

The global shift toward plant-based diets, including vegan and vegetarian lifestyles, is a significant driver shaping the potato starch market. As more individuals adopt these dietary choices for health, ethical, and environmental reasons, the demand for plant-based ingredients has soared. Potato starch, being plant-derived, is a versatile ingredient that aligns perfectly with this trend. Potato starch serves as a key component in plant-based meat substitutes, dairy alternatives, and a wide range of vegan and vegetarian-friendly food products. It enhances texture, provides binding properties, and contributes to the overall quality of plant-based foods. As the popularity of plant-based diets continues to grow, the potato starch market is poised for sustained expansion. This driver not only caters to changing consumer preferences but also underscores the market's adaptability and responsiveness to evolving dietary trends.

## Growth of the food processing industry

The food processing industry's rapid expansion is a pivotal driver influencing the global potato starch market. Food manufacturers across the world are continually innovating to meet the demand for convenience foods, snacks, and processed products. Potato starch finds extensive application in this sector due to its versatile functional properties. In food processing, potato starch serves as a thickening agent, texturizer, and stabilizer, contributing to the desired texture and mouthfeel in a wide array of products. The growth in the demand for processed foods, snacks, and ready-to-eat meals drives the need for potato starch as an essential ingredient. Moreover, the expanding global population and urbanization further fuel this growth, as consumers seek convenient food options. Consequently, the continued expansion of the food processing industry is a key driver that underlines the significance of potato starch in the global market.

### Potato Starch Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global potato starch market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on category and application.

### Breakup by Category:

- Native Starch
- Modified Starch
- Sweeteners

### Native starch dominates the market

The report has provided a detailed breakup and analysis of the market based on the category. This includes native starch, modified starch, and sweeteners. According to the report, native starch represented the largest segment.

The growth of the native starch segment is primarily propelled by the increasing awareness and preference for natural and unmodified ingredients in the food and beverage industry. Consumers are seeking products with minimal processing and additives, which aligns with the 'clean label' trend. In line with this, the expanding application scope of native starch in various industries, including pharmaceuticals, textiles, and paper manufacturing, is boosting its market growth. Additionally, the rising demand for gluten-free and allergen-free ingredients is fueling the adoption of native

starch, as it inherently lacks the modifications and additives often present in modified starches. Furthermore, the growing awareness of sustainable and eco-friendly production practices is favoring native starch, as its production typically involves fewer chemical processes compared to modified starches.

#### Breakup by Application:

Food Applications

Industrial Applications

Food applications dominate the market

The report has provided a detailed breakup and analysis of the market based on the application. This includes food applications and industrial applications. According to the report, food applications represented the largest segment.

The growth of the food applications segment in the potato starch market is primarily driven by the increasing demand for gluten-free and clean-label food products, which has led to a higher adoption of potato starch as a versatile ingredient in various food applications. Moreover, the rise in consumer awareness about health and nutrition has spurred the use of potato starch as a natural and non-allergenic thickening, stabilizing, and texturizing agent. In line with this, the global shift toward plant-based diets, including vegan and vegetarian lifestyles, has further boosted the demand for potato starch as it plays a crucial role in enhancing the quality and texture of plant-based foods. Additionally, the expansion of the convenience food sector, driven by busy lifestyles, has led to a greater reliance on potato starch for its functional properties in ready-to-eat and processed food products. Furthermore, ongoing innovations in food formulations and the development of new potato starch-based products have also contributed to the growth of this segment, making potato starch a versatile and indispensable ingredient in the food industry.

#### Breakup by Region:

Europe

Asia Pacific

North America

Latin America

Middle East and Africa

Europe exhibits a clear dominance, accounting for the largest potato starch market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include Europe, Asia Pacific, North America, Latin America, and the Middle East and Africa. According to the report, Europe accounted for the largest market share.

The growth of the potato starch market in Europe can be attributed to the increasing consumer preference for gluten-free and clean-label products, which has fueled the demand for potato starch as a natural, gluten-free ingredient, aligning with consumers' health-conscious choices and clean-label preferences. In line with this, the region's strong inclination towards sustainability has propelled the use of potato starch as an eco-friendly alternative, contributing to its market growth. Additionally, the rise in vegan and vegetarian diets in Europe has driven the need for plant-based ingredients, where potato starch plays a vital role in enhancing the quality and texture of various meat and dairy alternatives. Furthermore, the well-established food processing industry in Europe, with its continuous innovation and product development, has provided a significant platform for potato starch utilization, solidifying its presence in the market. Apart from this, the European market's responsiveness to evolving dietary trends, coupled with a focus on convenience foods, has amplified the demand for potato starch as a versatile ingredient, further contributing to its growth trajectory in the region.

#### Competitive Landscape:

The competitive landscape of the global potato starch market is characterized by a dynamic and evolving environment, marked by several key factors. Market players, both established and emerging, engage in strategic initiatives to gain a competitive edge. These strategies encompass product development, capacity expansions, and collaborations to cater to the growing demand for potato starch in various industries. Additionally, investments in research and development are driving innovations in potato starch applications, leading to the introduction of novel products.

Market participants are also focusing on sustainability and eco-friendly production methods, aligning with the growing environmental consciousness among consumers. Moreover, geographical expansion and market penetration are key aspects of competition, as companies seek to tap into new and emerging markets. The regulatory landscape plays a crucial role in shaping the competitive dynamics, as compliance with food safety and labeling regulations is imperative. Furthermore, pricing strategies, supply chain management, and distribution networks are critical elements in maintaining

competitiveness in this market.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Avebe  
Emsland Group  
KMC  
Roquette  
Ingredion Incorporated

#### Recent Developments:

In February 2022, KMC announced the successful creation of textured potato protein that can be used as an ingredient in plant-based meat. The unique properties of potato protein have the potential to revolutionize plant-based meat products with an improved texture and nutritional values. The innovation is part of KMC's strategy to find new uses for potato-based ingredients.

In May 2023, The Emsland Group partnered with GEA for the new construction and expansion of its potato protein production line at its Wietzendorf site. The new production is valued at a low single-digit million-euro range and includes planning, delivery, and installation support for the entire process line for converting potato juice into high-quality protein.

In July 2023, Brenntag partnered with Avebe, a farmer cooperative producing potato starch and potato protein for food, animal nutrition and other applications.

#### Key Questions Answered in This Report

1. How big is the global potato starch market?
2. What is the expected growth rate of the global potato starch market during 2024-2032?
3. What are the key factors driving the global potato starch market?
4. What has been the impact of COVID-19 on the global potato starch market?
5. What is the breakup of the global potato starch market based on the category?
6. What is the breakup of the global potato starch market based on the application?
7. What are the key regions in the global potato starch market?
8. Who are the key players/companies in the global potato starch market?

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL POTATO STARCH MARKET

- 5.1 Market Overview
- 5.2 Market Performance
  - 5.2.1 Volume Trends
  - 5.2.2 Value Trends
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Category
- 5.5 Market Breakup by Application
- 5.6 Market Breakup by Region
- 5.7 Market Forecast
- 5.8 SWOT Analysis
  - 5.8.1 Overview
  - 5.8.2 Strengths
  - 5.8.3 Weaknesses
  - 5.8.4 Opportunities

- 5.8.5 Threats
- 5.9 Value Chain Analysis
  - 5.9.1 Overview
  - 5.9.2 Raw Material Procurement
  - 5.9.3 Manufacturing
  - 5.9.4 Distribution
  - 5.9.5 Exports
  - 5.9.6 End-Use
- 5.10 Porter's Five Forces Analysis
  - 5.10.1 Overview
  - 5.10.2 Bargaining Power of Buyers
  - 5.10.3 Bargaining Power of Suppliers
  - 5.10.4 Degree of Rivalry
  - 5.10.5 Threat of New Entrants
  - 5.10.6 Threat of Substitutes
- 5.11 Price Analysis
  - 5.11.1 Key Price Indicators
  - 5.11.2 Price Structure
  - 5.11.3 Margin Analysis
- 5.12 Key Success and Risk Factors

## **6 GLOBAL POTATO STARCH MARKET: PERFORMANCE BY CATEGORY**

- 6.1 Native Starch
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Modified Starch
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Sweeteners
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast

## **7 GLOBAL POTATO STARCH MARKET: PERFORMANCE BY REGION**

- 7.1 Europe
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Asia Pacific



- 7.2.1 Market Trends
- 7.2.2 Market Forecast
- 7.3 North America
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Latin America
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Middle East and Africa
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast

## **8 GLOBAL POTATO STARCH MARKET: PERFORMANCE BY APPLICATION**

- 8.1 Food Applications
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Industrial Applications
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast

## **9 COMPETITIVE LANDSCAPE**

- 9.1 Market Structure
- 9.2 Key Players

## **10 POTATO STARCH MANUFACTURING PROCESS**

- 10.1 Product Overview
- 10.2 Detailed Process Flow
- 10.3 Various Types of Unit Operations Involved
- 10.4 Mass Balance and Raw Material Requirements

## **11 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED**

- 11.1 Land Requirements and Expenditures
- 11.2 Construction Requirements and Expenditures
- 11.3 Plant Machinery
- 11.4 Machinery Pictures

- 11.5 Raw Material Requirements and Expenditures
- 11.6 Packaging Requirements and Expenditures
- 11.7 Utility Requirements and Expenditures
- 11.8 Manpower Requirements and Expenditures
- 11.9 Other Capital Investments

## **12 LOANS AND FINANCIAL ASSISTANCE**

## **13 PROJECT ECONOMICS**

- 13.1 Capital Cost of the Project
- 13.2 Techno-Economic Parameters
- 13.3 Product Pricing and Margins Across Various Levels of the Supply Chain
- 13.4 Taxation and Depreciation
- 13.5 Income Projections
- 13.6 Expenditure Projections
- 13.7 Financial Analysis
- 13.8 Profit Analysis

## **14 PROFILES OF KEY PLAYERS**

- 14.1 Avebe
- 14.2 Emsland Group
- 14.3 KMC
- 14.4 Roquette
- 14.5 Ingredion Incorporated

## List Of Tables

### LIST OF TABLES

Table 1: Global: Potato Starch Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Potato Starch Market Forecast: Breakup by Region (in Million Tons), 2024-2032

Table 3: Global: Potato Starch Market Forecast: Breakup by Category (in Million Tons), 2024-2032

Table 4: Global: Potato Starch Market Forecast: Breakup by Application (in Million Tons), 2024-2032

Table 5: Global: Potato Starch Market: Competitive Landscape

Table 6: Global: Potato Starch Market: Key Players

Table 7: Potato Starch: General Properties and Major Components

Table 8: Potato Starch Manufacturing Plant: Raw Material Requirements

Table 9: Potato Starch Manufacturing Plant: Costs Related to Land and Site Development (in US\$)

Table 10: Potato Starch Manufacturing Plant: Costs Related to Civil Works (in US\$)

Table 11: Potato Starch Manufacturing Plant: Machinery Costs (in US\$)

Table 12: Potato Starch Manufacturing Plant: Raw Material Requirements (in Tons/Day) and Expenditures (in US\$/Ton)

Table 13: Potato Starch Manufacturing Plant: Utility Requirements and Expenditures

Table 14: Potato Starch Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)

Table 15: Potato Starch Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)

Table 16: Details of Financial Assistance Offered by Financial Institutions

Table 17: Potato Starch Manufacturing Plant: Capital Costs (in US\$)

Table 18: Potato Starch Manufacturing Plant: Techno-Economic Parameters

Table 19: Potato Starch Manufacturing Plant: Taxation (in US\$)

Table 20: Potato Starch Manufacturing Plant: Depreciation (in US\$)

Table 21: Potato Starch Manufacturing Plant: Income Projections (in US\$)

Table 22: Potato Starch Manufacturing Plant: Expenditure Projections (in US\$)

Table 23: Potato Starch Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability (in US\$)

Table 24: Potato Starch Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability (in US\$)

Table 25: Potato Starch Manufacturing Plant: Profitability Analysis (in US\$)

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Potato Starch Market: Major Drivers and Challenges
- Figure 2: Global: Potato Starch Market: Production Volume (in Million Tons), 2018-2023
- Figure 3: Global: Potato Starch Market: Production Value (in Billion US\$), 2018-2023
- Figure 4: Global: Potato Starch Market: Breakup by Region (in %), 2023
- Figure 5: Global: Potato Starch Market: Breakup by Category (in %), 2023
- Figure 6: Global: Potato Starch Market: Breakup by Application (in %), 2023
- Figure 7: Global: Potato Starch Market Forecast: Production Volume (in Million Tons), 2024-2032
- Figure 8: Global: Potato Starch Market Forecast: Production Value (in Billion US\$), 2024-2032
- Figure 9: Global: Potato Starch Industry: SWOT Analysis
- Figure 10: Global: Potato Starch Industry: Value Chain Analysis
- Figure 11: Global: Potato Starch Industry: Porter's Five Forces Analysis
- Figure 12: Potato Starch Market: Price Structure
- Figure 13: Global: Potato Starch Market (Native Starch): Production Volume (in Million Tons), 2018 & 2023
- Figure 14: Global: Potato Starch Market Forecast (Native Starch): Production Volume (in Million Tons), 2024-2032
- Figure 15: Global: Potato Starch Market (Modified Starch): Production Volume (in Million Tons), 2018 & 2023
- Figure 16: Global: Potato Starch Market Forecast (Modified Starch): Production Volume (in Million Tons), 2024-2032
- Figure 17: Global: Potato Starch Market (Sweeteners): Production Volume (in Million Tons), 2018 & 2023
- Figure 18: Global: Potato Starch Market Forecast (Sweeteners): Production Volume (in Million Tons), 2024-2032
- Figure 19: Europe: Potato Starch Market: Production Volume (in Million Tons), 2018 & 2023
- Figure 20: Europe: Potato Starch Market Forecast: Production Volume (in Million Tons), 2024-2032
- Figure 21: Asia Pacific: Potato Starch Market: Production Volume (in Million Tons), 2018 & 2023
- Figure 22: Asia Pacific: Potato Starch Market Forecast: Production Volume (in Million Tons), 2024-2032
- Figure 23: North America: Potato Starch Market: Production Volume (in Million Tons),

2018 & 2023

Figure 24: North America: Potato Starch Market Forecast: Production Volume (in Million Tons), 2024-2032

Figure 25: Latin America: Potato Starch Market: Production Volume (in Million Tons), 2018 & 2023

Figure 26: Latin America: Potato Starch Market Forecast: Production Volume (in Million Tons), 2024-2032

Figure 27: Middle East and Africa: Potato Starch Market: Production Volume (in Million Tons), 2018 & 2023

Figure 28: Middle East and Africa: Potato Starch Market Forecast: Production Volume (in Million Tons), 2024-2032

Figure 29: Global: Potato Starch Market (Food Applications): Production Volume (in Million Tons), 2018 & 2023

Figure 30: Global: Potato Starch Market Forecast (Food Applications): Production Volume (in Million Tons), 2024-2032

Figure 31: Global: Potato Starch Market (Industrial Applications): Production Volume (in Million Tons), 2018 & 2023

Figure 32: Global: Potato Starch Market Forecast (Industrial Applications): Production Volume (in Million Tons), 2024-2032

Figure 33: Potato Starch Manufacturing Plant: Detailed Process Flow

Figure 34: Potato Starch Manufacturing Plant: Conversion Rates of Feedstocks

Figure 35: Potato Starch Manufacturing Plant: Breakup of Capital Costs (in %)

Figure 36: Potato Starch Industry: Profit Margins at Various Levels of the Supply Chain

Figure 37: Potato Starch Manufacturing Plant: Breakup of Production Costs (in %)

## I would like to order

Product name: Potato Starch Market Report by Category (Native Starch, Modified Starch, Sweeteners), Application (Food Applications, Industrial Applications), and Region 2024-2032

Product link: <https://marketpublishers.com/r/PF17E65EE8B3EN.html>

Price: US\$ 3,899.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PF17E65EE8B3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

