

# Global Sweet Potato Market Growth 2024-2030

<https://marketpublishers.com/r/GFFF77B32503EN.html>

Date: January 2024

Pages: 119

Price: US\$ 3,660.00 (Single User License)

ID: GFFF77B32503EN

## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

According to our LPI (LP Information) latest study, the global Sweet Potato market size was valued at US\$ 32680 million in 2023. With growing demand in downstream market, the Sweet Potato is forecast to a readjusted size of US\$ 38280 million by 2030 with a CAGR of 2.3% during review period.

The research report highlights the growth potential of the global Sweet Potato market. Sweet Potato are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Sweet Potato. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Sweet Potato market.

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.

## Key Features:

The report on Sweet Potato market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Sweet Potato market. It may include historical data, market segmentation by Type (e.g., Hannah Sweet Potatoes, Japanese Sweet Potatoes), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Sweet Potato market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Sweet Potato market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Sweet Potato industry. This include advancements in Sweet Potato technology, Sweet Potato new entrants, Sweet Potato new investment, and other innovations that are shaping the future of Sweet Potato.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Sweet Potato market. It includes factors influencing customer ' purchasing decisions, preferences for Sweet Potato product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Sweet Potato market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Sweet Potato market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental

impact and sustainability aspects of the Sweet Potato market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Sweet Potato industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Sweet Potato market.

**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.

**Segmentation by type**

Hannah Sweet Potatoes

Japanese Sweet Potatoes

Jewel Sweet Potatoes

Stokes Purple Sweet Potatoes

Garnet Sweet Potatoes

**Segmentation by application**

Commercial Food Industry

Home Food

Feed Industry

This report also splits the market by region:

### Americas

United States

Canada

Mexico

Brazil

### APAC

China

Japan

Korea

Southeast Asia

India

Australia

### Europe

Germany

France

UK

Italy

Russia

### Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Zgganshu

FAO

China Custom

Societe

Uncomtrade

Zauba

CBP

NBS

Tradingeconomics

Dashboard

Zzys

Mof

Fara

Croptrust

### Key Questions Addressed in this Report

What is the 10-year outlook for the global Sweet Potato market?

What factors are driving Sweet Potato market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Sweet Potato market opportunities vary by end market size?

How does Sweet Potato break out type, application?

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