

Sweet Potato Flour Market Size, Share, and Outlook, 2025 Report- By Type (Dry Sweet Potato, Fresh Sweet Potato), Application (Residential, Bakery, Foodservice Industry, Food and Beverage Industry, Others), Sweet Potato (Purple, Yellow, White), End-User (Commercial, Residential), Distribution Channel (Online, Offline), and Companies, 2021-2032

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Abstracts

Sweet Potato Flour Market Outlook

The global Sweet Potato Flour market is expected to register a growth rate of 4.9% during the forecast period from \$871.3 Billion in 2024 to \$1277.5 Billion in 2032. The Sweet Potato Flour market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Sweet Potato Flour segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Dry Sweet Potato, Fresh Sweet Potato), Application (Residential, Bakery, Foodservice Industry, Food and Beverage Industry, Others), Sweet Potato (Purple, Yellow, White), End-User (Commercial, Residential), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Sweet Potato Flour markets.

Sweet Potato Flour Market Insights, 2025

The sweet potato flour market is growing steadily as demand increases for gluten-free, fiber-rich, and nutrient-dense flour alternatives across the food and beverage industry.

Sweet potato flour is valued for its natural sweetness, low glycemic index, and high levels of beta-carotene and potassium, making it a popular choice in bakery products, snacks, pasta, baby food, and functional nutrition products. In emerging markets, it serves as an affordable and shelf-stable staple, while in developed countries, it aligns with wellness trends and plant-based diets. Innovations in dehydration and milling techniques are helping manufacturers produce fine-textured, high-purity flour for industrial food applications. The market is also gaining support from government-backed agriculture programs promoting root crop processing in Africa, Asia, and South America. E-commerce platforms and health food chains are enabling the global distribution of sweet potato flour to niche and mainstream consumers alike.

Five Trends that will define global Sweet Potato Flour market in 2025 and Beyond

A closer look at the multi-million global market for Sweet Potato Flour identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Sweet Potato Flour companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Sweet Potato Flour industry?

The Sweet Potato Flour sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Sweet Potato Flour Market Segment Insights

The Sweet Potato Flour industry presents strong offers across categories. The analytical report offers forecasts of Sweet Potato Flour industry performance across segments and countries. Key segments in the industry include By Type (Dry Sweet Potato, Fresh Sweet Potato), Application (Residential, Bakery, Foodservice Industry, Food and Beverage Industry, Others), Sweet Potato (Purple, Yellow, White), End-User (Commercial, Residential), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving

each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Sweet Potato Flour market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Sweet Potato Flour industry ecosystem. It assists decision-makers in evaluating global Sweet Potato Flour market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Sweet Potato Flour industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Sweet Potato Flour Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Sweet Potato Flour Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of

the largest markets for Sweet Potato Flour with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Sweet Potato Flour market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Sweet Potato Flour market Insights Executives are most excited about opportunities for the US Sweet Potato Flour industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Sweet Potato Flour companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Sweet Potato Flour market.

Latin American Sweet Potato Flour market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Sweet Potato Flour Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Sweet Potato Flour markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects

for companies. On the other hand, Middle Eastern Sweet Potato Flour markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Sweet Potato Flour companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Glean LLC, Xian Shunyi Bio-Chemical Technology Co., Ltd, Saipro Biotech Private Limited, FutureCeuticals, Inc., Undersun Biomedtech Co., Ltd, Azuri Health Ltd, Sacoma Sweet Potatoes, Barry Farm Foods, Hearthy Foods, Milne Micro Dried.

Sweet Potato Flour Market Scope

Leading Segments

By Type

Dry Sweet Potato

Fresh Sweet Potato

By Application

Residential

Bakery

Foodservice Industry

Food and Beverage Industry

Others

By Sweet Potato

Purple

Yellow

White

By End-User

Commercial

Residential

By Distribution Channel

Online

Offline

Leading Companies

Glean LLC

Xian Shunyi Bio-Chemical Technology Co., Ltd

Saipro Biotech Private Limited

FutureCeuticals, Inc.

Undersun Biomedtech Co., Ltd

Azuri Health Ltd

Sacoma Sweet Potatoes

Barry Farm Foods

Hearthy Foods

Milne Micro Dried

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Sweet Potato Flour Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Sweet Potato Flour Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL SWEET POTATO FLOUR MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Sweet Potato Flour Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. SWEET POTATO FLOUR MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Dry Sweet Potato

Fresh Sweet Potato

By Application

Residential

Bakery

Foodservice Industry

Food and Beverage Industry

Others

By Sweet Potato

Purple

Yellow

White

By End-User

Commercial

Residential

By Distribution Channel

Online

Offline

6. GLOBAL SWEET POTATO FLOUR MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA SWEET POTATO FLOUR MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024
- 6.2 North America Sweet Potato Flour Market Trends and Growth Opportunities
 - 6.2.1 North America Sweet Potato Flour Market Outlook by Type
 - 6.2.2 North America Sweet Potato Flour Market Outlook by Application
- 6.3 North America Sweet Potato Flour Market Outlook by Country
 - 6.3.1 The US Sweet Potato Flour Market Outlook, 2021- 2032
 - 6.3.2 Canada Sweet Potato Flour Market Outlook, 2021- 2032
 - 6.3.3 Mexico Sweet Potato Flour Market Outlook, 2021- 2032

7. EUROPE SWEET POTATO FLOUR MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Sweet Potato Flour Market Trends and Growth Opportunities
 - 7.2.1 Europe Sweet Potato Flour Market Outlook by Type
 - 7.2.2 Europe Sweet Potato Flour Market Outlook by Application
- 7.3 Europe Sweet Potato Flour Market Outlook by Country
 - 7.3.2 Germany Sweet Potato Flour Market Outlook, 2021- 2032
 - 7.3.3 France Sweet Potato Flour Market Outlook, 2021- 2032
 - 7.3.4 The UK Sweet Potato Flour Market Outlook, 2021- 2032
 - 7.3.5 Spain Sweet Potato Flour Market Outlook, 2021- 2032
 - 7.3.6 Italy Sweet Potato Flour Market Outlook, 2021- 2032
 - 7.3.7 Russia Sweet Potato Flour Market Outlook, 2021- 2032
 - 7.3.8 Rest of Europe Sweet Potato Flour Market Outlook, 2021- 2032

8. ASIA PACIFIC SWEET POTATO FLOUR MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Sweet Potato Flour Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Sweet Potato Flour Market Outlook by Type
 - 8.2.2 Asia Pacific Sweet Potato Flour Market Outlook by Application
- 8.3 Asia Pacific Sweet Potato Flour Market Outlook by Country
 - 8.3.1 China Sweet Potato Flour Market Outlook, 2021- 2032
 - 8.3.2 India Sweet Potato Flour Market Outlook, 2021- 2032

- 8.3.3 Japan Sweet Potato Flour Market Outlook, 2021- 2032
- 8.3.4 South Korea Sweet Potato Flour Market Outlook, 2021- 2032
- 8.3.5 Australia Sweet Potato Flour Market Outlook, 2021- 2032
- 8.3.6 South East Asia Sweet Potato Flour Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Sweet Potato Flour Market Outlook, 2021- 2032

9. SOUTH AMERICA SWEET POTATO FLOUR MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Sweet Potato Flour Market Trends and Growth Opportunities
 - 9.2.1 South America Sweet Potato Flour Market Outlook by Type
 - 9.2.2 South America Sweet Potato Flour Market Outlook by Application
- 9.3 South America Sweet Potato Flour Market Outlook by Country
 - 9.3.1 Brazil Sweet Potato Flour Market Outlook, 2021- 2032
 - 9.3.2 Argentina Sweet Potato Flour Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Sweet Potato Flour Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA SWEET POTATO FLOUR MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Sweet Potato Flour Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Sweet Potato Flour Market Outlook by Type
 - 10.2.2 Middle East and Africa Sweet Potato Flour Market Outlook by Application
- 10.3 Middle East and Africa Sweet Potato Flour Market Outlook by Country
 - 10.3.1 Saudi Arabia Sweet Potato Flour Market Outlook, 2021- 2032
 - 10.3.2 The UAE Sweet Potato Flour Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Sweet Potato Flour Market Outlook, 2021- 2032
 - 10.3.4 South Africa Sweet Potato Flour Market Outlook, 2021- 2032
 - 10.3.5 Egypt Sweet Potato Flour Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Sweet Potato Flour Market Outlook, 2021- 2032

11. COMPANY PROFILES

- 11.1 Leading 10 Companies
 - Glean LLC
 - Xian Shunyi Bio-Chemical Technology Co., Ltd

Saipro Biotech Private Limited
FutureCeuticals, Inc.
Undersun Biomedtech Co., Ltd
Azuri Health Ltd
Sacoma Sweet Potatoes
Barry Farm Foods
Hearthy Foods
Milne Micro Dried
11.2 Overview
11.3 Products and Services
11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options
12.2 Customization Options
12.3 Publisher Details

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