



Euromonitor
International

Starchy Roots in Japan

December 2025

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Starchy Roots in Japan - Category analysis

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Polarised performances seen from starchy roots in foodservice and retail channels

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Increase in foodservice demand helps offset decline in retail volume sales in 2025

Smaller packaging formats align with changing household demographics

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Smaller households and the search for convenience informs market demand

Economic pressures forcing players to rethink their strategies

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"Imperfect" produce could deliver growth opportunities

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