

# Starchy Roots Market Revenue Insights: Processed Segment Holds 42.0% Share Expansion | Fact.MR

*Starchy roots market is projected to grow from USD 96.0 billion in 2025 to USD 127.8 billion by 2035, at a CAGR of 2.9%.*

ROCKVILLE, MD, UNITED STATES,  
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EINPresswire.com/ -- The global [starchy roots market](#) is valued at USD 96.0 billion in 2025 and is projected to reach USD 128.0 billion by 2035, representing a 2.9% compound annual growth rate.

This growth is driven by rising demand for sustainable carbohydrate sources, increased food-processing investment, and diversified industrial uses of root-crop derivatives.

In an era of evolving agricultural supply chains and manufacturing efficiency gains, starchy roots are transforming from basic crops into strategic inputs for food, feed, and industrial sectors. Food applications already lead the value chain. The dominance of crop types such as cassava is reshaping processing patterns globally.

## Fast Facts

Market size 2025: USD 96.0 billion

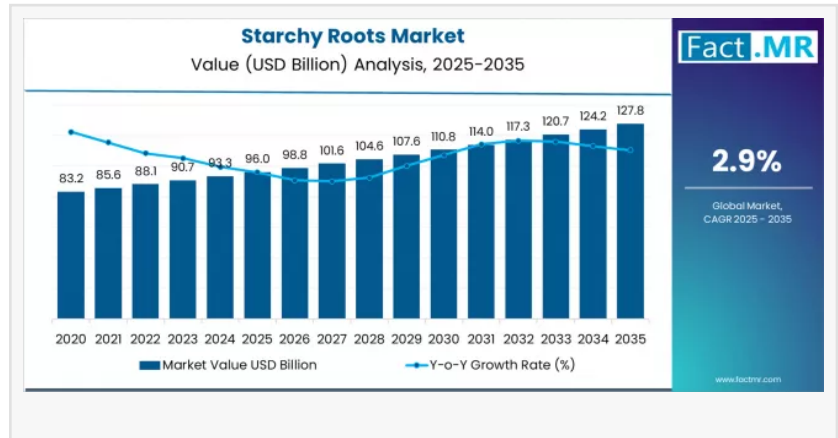
Forecast 2035: USD 128.0 billion

CAGR (2025–2035): 2.9%

Leading crop type: Cassava (~46.0% share)

Primary end-use segment: Food (~62.0% share)

Growth hubs: Asia-Pacific, Latin America, Africa



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What is winning, and why

User demand in food and industrial processing is shifting.

Cassava crop type (~46%) wins because it provides consistent starch performance and better integration with food-manufacturing platforms.

The food end-use (~62%) wins because manufacturers require reliable carbohydrate inputs for high-volume food processing lines.

Developing region expansion (Asia-Pacific, Latin America, Africa) wins because processing infrastructure and agricultural investment are ramping up.

Where to play (channels & regions)

In manufacturing and ingredient supply, companies should prioritise:

Channels: Supply-chain partnerships with large-scale food processors, and value-added services for starch-derivative applications in industrial uses such as adhesives and bio-based materials.

Regions:

Asia-Pacific: High population growth and rising food-processing capacity.

Latin America: Abundant cassava and potato resources with emerging processing infrastructure.

Africa: Growing agricultural diversification and food-security initiatives.

North America & Europe: Mature markets with innovation in specialty starches and clean-label applications.

What teams should do next

R&D

Launch advanced starch formulations optimized for multifunctional use (food, feed, industrial).

Improve processing efficiencies to raise yield from root-crop feedstocks.

Develop sustainable cultivation frameworks for cassava and alternatives such as yams and potatoes to mitigate climate impact.

## Marketing & Sales

Position starchy-root derivatives as strategic ingredients rather than commodities—emphasize reliability, scalability, and sustainability.

Tailor messages to food manufacturers highlighting integration with high-throughput lines and cost-control benefits.

Create region-specific propositions, such as local sourcing and shorter supply chains in Asia-Pacific.

## Regulatory & QA

Ensure compliance with global food-processing standards and industrial ingredient specifications.

Implement advanced traceability for farming, processing, and sourcing of root crops to meet sustainability certification expectations.

Audit supply-chain resilience in regions with climate vulnerability or agricultural variability.

## Sourcing

Secure diversified root-crop feedstock supply across geographies to buffer against yield fluctuation and climate risk.

Develop partnerships with growers in key regions such as Latin America, Africa, and Asia-Pacific to ensure raw-material availability.

Invest in processing infrastructure near farms to reduce logistics cost and improve margin capture.

## Three quick plays this quarter

Deploy a pilot trial of a high-purity cassava-based starch formulation with a major food processor.

Audit and secure at least two new feed-stock sourcing partnerships in Africa or Latin America.

Roll out a marketing campaign positioning root-crop ingredients as “next-generation

carbohydrate platforms for food & industrial use.”

The take

For ingredient players, the starchy roots market is no longer about raw commodity supply—it’s about strategic value creation. The shift from “just potato or cassava” to “engineered root-based ingredient platforms” is underway. Taste, texture, cost control, and sustainability will drive wins. Companies that combine processing innovation with global sourcing agility will turn root crops into high-margin growth engines.

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