

Trends and Analysis of the Sweet Potatoes Market by Application, Industry, Region, and Segment Forecast through 2030

The Business Research Company's Sweet Potatoes Global Market Report 2026 - Market Size, Trends, And Global Forecast 2026-2035

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/EINPresswire.com/ -- [The sweet](#)

[potatoes industry](#) has been witnessing

consistent expansion recently, driven by evolving consumer preferences and increasing health consciousness. As demand for nutritious and versatile food options grows worldwide, the market for sweet potatoes is positioned for steady development. Let's explore the current market size, key growth drivers, regional dynamics, and upcoming trends shaping this sector.



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Market Size and Future Growth Prospects of [the Sweet Potatoes Market](#)

The sweet potatoes market has experienced steady growth over recent years. It is projected to increase from \$51.74 billion in 2025 to \$53.28 billion in 2026, reflecting a compound annual growth rate (CAGR) of 3.0%. This past expansion is linked to the growth of traditional sweet potato farming, heightened consumption in developing countries, rising awareness about nutritional benefits, use

in staple food products, and the strengthening of domestic supply chains.

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Looking ahead, the market is expected to maintain this positive trajectory and reach \$59.97 billion by 2030, also at a CAGR of 3.0%. Factors fueling growth during the forecast period include rising demand for functional foods, broader incorporation of gluten-free product lines, increased adoption of organic farming practices, expansion of the processed food sector, and growing



investments in value-added sweet potato products. Key trends that will shape the market include increased preference for nutrient-rich functional foods, growth in processed sweet potato offerings, stronger consumer interest in gluten-free alternatives, wider acceptance of organic sweet potatoes, and the rising popularity of ready-to-eat and convenient food options.

Nutritional Benefits and Health Advantages of Sweet Potatoes

Sweet potatoes are highly nutritious root vegetables that come in a range of colors. They provide numerous health benefits such as enhancing insulin sensitivity for individuals with diabetes, supporting healthy blood pressure levels, lowering cancer risk, improving digestive health, and protecting vision. Their rich vitamin, mineral, and dietary fiber content make them a valuable addition to health-conscious diets.

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Plant-Based Diets as a Major Growth Driver for the Sweet Potatoes Market

The increasing adoption of plant-based diets is expected to significantly boost the sweet potatoes market going forward. Plant-based diets emphasize consuming foods primarily from plants—including fruits, vegetables, grains, legumes, nuts, and seeds—while limiting or excluding animal products. This dietary shift is largely driven by growing consumer awareness of the health and environmental benefits associated with plant-focused eating patterns. People are increasingly recognizing that such diets promote long-term wellness and sustainability by reducing dependence on resource-intensive animal agriculture.

Sweet potatoes fit well within this trend as a nutrient-dense, adaptable, and naturally sustainable food source. They provide essential vitamins, minerals, and fiber that support diversified and health-conscious eating habits aligned with plant-based principles. For instance, in January 2024, Emirates airline reported serving over 450,000 vegan meals in 2023, up from 280,000 the year before—a 60% rise. This example highlights the growing popularity of plant-based foods, which in turn propels [demand in the sweet potatoes market](#).

Asia-Pacific Region Leading Sweet Potatoes Market Growth

In 2025, Asia-Pacific emerged as the largest market for sweet potatoes globally. The market analysis covers regions including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa. Asia-Pacific's dominance reflects its strong agricultural base, growing population, and rising consumption patterns, positioning it as the fastest-growing area in the sweet potatoes industry.

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