

Frozen Potato Market by Product (French Fries, Hash Brown, Shapes, Mashed, Sweet Potatoes/Yam, Battered/Cooked, Twice Baked, Topped/Stuffed) and End User (Residential and Commercial) - Global Opportunity Analysis and Industry Forecast, 2017-2023

<https://marketpublishers.com/r/F0EEAA1928CEN.html>

Date: April 2017

Pages: 190

Price: US\$ 5,540.00 (Single User License)

ID: F0EEAA1928CEN

Abstracts

The frozen potato market was valued at \$50,762 million in 2016, and is projected to reach at \$66,649 million by 2023, growing at a CAGR of 3.9% from 2017 to 2023. Potato is a major staple, ranked fourth in terms of global production after wheat, rice, and maize. It is consumed either as fresh potatoes or processed potatoes on commercial and residential scale. Frozen potatoes are among one of the main types of processed potatoes and are highly convenient and flexible, containing different nutrients & vitamins in naturally preserved form with long shelf life. These are available in various forms in the market, such as French fries, hash brown, shapes, mashed, sweet potatoes/yam, battered/cooked, twice baked, topped/stuffed, and other frozen potatoes. French fries and hash brown are considered as the principle frozen potato product. The U.S., Canada, and European Union (EU) are some of the main regions responsible for production and export of frozen potato and related products. Conversely, the evolving countries in terms of production and export of frozen potatoes include China, India, Argentina, and others, owing to fast growth in business of quick service restaurants in the nations. However, need for constant low temperature and high cost associated with the products are the factors that are expected to limit the market growth. The developing economies of Asia-Pacific and LAMEA represent great opportunities for the expansion of global frozen potato market.

The report segments the global frozen potato market based on product, end user, and

geography. By product, it is divided into French fries, hash brown, shapes, mashed, sweet potatoes/yam, battered/cooked, twice baked, topped/stuffed, and other frozen potatoes. By end user, it is categorized into residential and commercial segments. Geographically, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The main strategies followed by key players to expand their business in global frozen potato market are expansion in new regions and product launch introducing variety of new forms of frozen potato.

Comprehensive competitive analysis and profiles of major market players in this study are as follows:

McCain Foods

Lamb-Weston

J.R. Simplot Company

Aviko

Bart's Potato Company

Agrarfrost GmbH & Co. KG

Agristo NV

H.J. Heinz Company

Himalya International Ltd.

TaiMei Potato Industry Limited

KEY BENEFITS FOR STAKEHOLDERS

This report provides an extensive analysis of the current trends and emerging estimations & dynamics in the global frozen potato market from 2016 to 2023, in terms of value and volume.

Detailed analysis of the market by product helps to understand the various types of frozen potato products that are currently in use, and the variants that are expected to gain prominence in the future.

Porter's Five Forces analysis highlights the potency of buyers and suppliers to offer a competitive advantage to stakeholders to make profit-oriented business decisions and help strengthen their supplier & buyer network.

Extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

Market share for all segments with respect to each geography is detailed in the report, which helps to understand the trends in the industry at granular level.

Frozen Potato Market Key Segments:

By Product

French Fries

Hash Brown

Shapes

Mashed

Sweet Potatoes/Yam

Battered/Cooked

Twice Baked

Topped/Stuffed

Others

By End User

Residential

Commercial

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of the Europe

Asia-Pacific

China

Japan

IndiaKorea

Australia

Thailand

Rest of the Asia-Pacific

LAMEA

UAE

Brazil

South Africa

KSA

Rest of the LAMEA

OTHER KEY PLAYERS

11er Nahrungsmittel GmbH

Al-Salam Cooling Co.

Albert Bartlett and Sons

Alexia Foods

American Lorain

ASTRA Food Processing Plant Company

Procesadora Andina de Papa S.R.L. (Pa&Pa)

Pohjolan Peruna Oy

Ningxia Yujing Food Co. Ltd.

Meade Potato Company

Manohar International Private Limited

Marvel Packers

Bem Brasil Alimentos LTDA

The above list of players are not profiled in the report, and can be added as per client interest

Contents

CHAPTER 1 INTRODUCTION

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS FOR STAKEHOLDERS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
 - 1.4.1. Secondary Research
 - 1.4.2. Primary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1. KEY FINDINGS OF THE STUDY
- 2.2. CXO PERSPECTIVE

CHAPTER 3 MARKET OVERVIEW

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
 - 3.2.1. Top Investment Pockets
 - 3.2.2 Top Winning strategies
- 3.3. PORTERS FIVE FORCES ANALYSIS
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Bargaining Power of Buyers
 - 3.3.3. Threat of Substitution
 - 3.3.4. Threat of New Entrants
 - 3.3.5. Competitive Rivalry
- 3.4. MARKET DYNAMICS
 - 3.4.1. Drivers
 - 3.4.1.1. High growth rate of quick service restaurants (QSRs)
 - 3.4.1.2. High disposable income of people
 - 3.4.1.3. Impact analysis
 - 3.4.2. Restraint
 - 3.4.2.1. High cost associated with frozen potato products
 - 3.4.2.2. Impact analysis
 - 3.4.3. Opportunities
 - 3.4.3.1. Growing demand in emerging economies

- 3.4.3.2. Impact analysis
- 3.5. PATENT ANALYSIS
 - 3.5.1. Patent Analysis by Year
 - 3.5.2. Patent Analysis by Region
 - 3.5.3. Patent Analysis by Company
- 3.6. MARKET SHARE ANALYSIS, 2016 (%)

CHAPTER 4 FROZEN POTATO MARKET, BY PRODUCT TYPE

- 4.1. INTRODUCTION
 - 4.1.1. Market Size and Forecast
- 4.2. FRENCH FRIES
 - 4.2.1. Key Market Trends, Growth Factors, and Opportunities
 - 4.2.2. Market Size and Forecast
- 4.3. HASH BROWN
 - 4.3.1. Key Market Trends, Growth Factors, and Opportunities
 - 4.3.2. Market Size and Forecast
- 4.4. SHAPES
 - 4.4.1. Key Market Trends, Growth Factors, and Opportunities
 - 4.4.2. Market Size and Forecast
- 4.5. MASHED
 - 4.5.1. Key Market Trends, Growth Factors, and Opportunities
 - 4.5.2. Market Size and Forecast
- 4.6. SWEET POTATOES/YAM
 - 4.6.1. Key Market Trends, Growth Factors, and Opportunities
 - 4.6.2. Market Size and Forecast
- 4.7. BATTERED/COOKED
 - 4.7.1. Key Market Trends, Growth Factors, and Opportunities
 - 4.7.2. Market Size and Forecast
- 4.8. TWICE BAKED
 - 4.8.1. Key Market Trends, Growth Factors, and Opportunities
 - 4.8.2. Market Size and Forecast
- 4.9. TOPPED/STUFFED
 - 4.9.1. Key Market Trends, Growth Factors, and Opportunities
 - 4.9.2. Market Size and Forecast
- 4.10. OTHERS
 - 4.10.1. Key Market Trends, Growth Factors, and Opportunities
 - 4.10.2. Market Size and Forecast

CHAPTER 5 FROZEN POTATO MARKET, BY END-USER

5.1. INTRODUCTION

5.1.1. Market Size and Forecast

5.2. RESIDENTIAL

5.2.1. Key Market Trends, Growth Factors, and Opportunities

5.2.2. Market Size and Forecast

5.3. COMMERCIAL

5.3.1. Key Market Trends, Growth Factors, and Opportunities

5.3.2. Market Size and Forecast

CHAPTER 6 FROZEN POTATO MARKET, BY GEOGRAPHY

6.1. INTRODUCTION

6.1.1. Market Size and Forecast

6.2. NORTH AMERICA

6.2.1. Key Market Trends, Growth Factors, and Opportunities

6.2.2. Market Size and Forecast

6.2.3. U.S.

6.2.3.1. Market Size and Forecast

6.2.4. Mexico

6.2.4.1. Market Size and Forecast

6.2.5. Canada

6.2.5.1. Market Size and Forecast

6.3. EUROPE

6.3.1. Key Market Trends, Growth Factors, and Opportunities

6.3.2. Market Size and Forecast

6.3.3. UK

6.3.3.1. Market Size and Forecast

6.3.4. Germany

6.3.4.1. Market Size and Forecast

6.3.5. France

6.3.5.1. Market Size and Forecast

6.3.6. Italy

6.3.6.1. Market Size and Forecast

6.3.7. Spain

6.3.7.1. Market Size and Forecast

6.3.8. Rest of Europe

6.3.8.1. Market Size and Forecast

6.4. ASIA-PACIFIC

6.4.1. Key Market Trends, Growth Factors, and Opportunities

6.4.2. Market Size and Forecast

6.4.3. China

6.4.3.1. Market Size and Forecast

6.4.4. Japan

6.4.4.1. Market Size and Forecast

6.4.5. India

6.4.5.1. Market Size and Forecast

6.4.6. Australia

6.4.6.1. Market Size and Forecast

6.4.7. South Korea

6.4.7.1. Market Size and Forecast

6.4.8. Thailand

6.4.8.1. Market Size and Forecast

6.4.9. Rest of Asia-Pacific

6.4.9.1. Market Size and Forecast

6.5. LAMEA

6.5.1. Key Market Trends, Growth Factors, and Opportunities

6.5.2. Market Size and Forecast

6.5.3. Brazil

6.5.3.1. Market Size and Forecast

6.5.4. South Africa

6.5.4.1. Market Size and Forecast

6.5.5. KSA

6.5.5.1. Market Size and Forecast

6.5.6. UAE

6.5.6.1. Market Size and Forecast

6.5.7. Rest of the LAMEA

6.5.7.1. Market Size and Forecast

CHAPTER 7 COMPANY PROFILES

7.1. MCCAIN FOODS

7.1.1. Company Overview

7.1.2. Company Snapshot

7.1.3. Operating Business Segments

7.1.4. Product Portfolio

7.1.5. Business Performance

- 7.1.6. Key Strategic Moves and Developments, 2015
- 7.2. LAMB-WESTON
 - 7.2.1. Company Overview
 - 7.2.2. Company Snapshot
 - 7.2.3. Operating Business Segments
 - 7.2.4. Product Portfolio
 - 7.2.5. Key Strategic Moves and Developments, 2014
- 7.3. J.R. SIMPLOT COMPANY
 - 7.3.1. Company Overview
 - 7.3.2. Company Snapshot
 - 7.3.3. Operating Business Segments
 - 7.3.4. Product Portfolio
 - 7.3.5. Business Performance
 - 7.3.6. Key Strategic Moves and Developments, 2016
- 7.4. AVIKO
 - 7.4.1. Company Overview
 - 7.4.2. Company Snapshot
 - 7.4.3. Operating Business Segments
 - 7.4.4. Product Portfolio
 - 7.4.5. Key Strategic Moves and Developments, 2017
- 7.5. BART'S POTATO COMPANY
 - 7.5.1. Company Overview
 - 7.5.2. Company Snapshot
 - 7.5.3. Operating Business Segments
 - 7.5.4. Product Portfolio
 - 7.5.5. Business Performance
 - 7.5.6. Key Strategic Moves and Developments, 2015-2017
- 7.6. AGRARFROST GMBH & CO. KG
 - 7.6.1. Company Overview
 - 7.6.2. Company Snapshot
 - 7.6.3. Operating Business Segments
 - 7.6.4. Product Portfolio
- 7.7. AGRISTO NV
 - 7.7.1. Company Overview
 - 7.7.2. Company Snapshot
 - 7.7.3. Operating Business Segments
 - 7.7.4. Product Portfolio
 - 7.7.5. Business Performance
 - 7.7.6. Key Strategic Moves and Developments, 2014-2016

7.8. H.J. HEINZ COMPANY

- 7.8.1. Company Overview
- 7.8.2. Company Snapshot
- 7.8.3. Operating Business Segments
- 7.8.4. Product Portfolio

7.9. HIMALYA INTERNATIONAL LTD.

- 7.9.1. Company Overview
- 7.9.2. Company Snapshot
- 7.9.3. Operating Business Segments
- 7.9.4. Product Portfolio
- 7.9.5. Business Performance
- 7.9.6. Key Strategic Moves and Developments, 2013-2017

7.10. TAIMEI POTATO INDUSTRY LIMITED

- 7.10.1. Company Overview
- 7.10.2. Company Snapshot
- 7.10.3. Operating Business Segments
- 7.10.4. Product Portfolio
- 7.10.5. Business Performance
- 7.10.6. Key Strategic Moves and Developments, 2014-2017

List Of Tables

LIST OF TABLES

TABLE 1. GLOBAL FROZEN POTATO MARKET REVENUE, BY PRODUCT TYPE, 2016-2023 (\$MILLION)

TABLE 2. GLOBAL FROZEN POTATO MARKET VOLUME, BY PRODUCT TYPE, 2016-2023 (KILOTONS)

TABLE 3. FRENCH FRIES MARKET REVENUE, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 4. FRENCH FRIES MARKET VOLUME, BY GEOGRAPHY, 2016-2023 (KILOTONS)

TABLE 5. HASH BROWN MARKET REVENUE, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 6. HASH BROWN MARKET VOLUME, BY GEOGRAPHY, 2016-2023 (KILOTONS)

TABLE 7. SHAPES MARKET REVENUE, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 8. SHAPES MARKET VOLUME, BY GEOGRAPHY, 2016-2023 (KILOTONS)

TABLE 9. MASHED MARKET REVENUE, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 10. MASHED MARKET VOLUME, BY GEOGRAPHY, 2016-2023 (KILOTONS)

TABLE 11. SWEET POTATOES/YAM MARKET REVENUE, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 12. SWEET POTATOES/YAM MARKET VOLUME, BY GEOGRAPHY, 2016-2023 (KILOTONS)

TABLE 13. BATTERED/COOKED MARKET REVENUE, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 14. BATTERED/COOKED MARKET VOLUME, BY GEOGRAPHY, 2016-2023 (KILOTONS)

TABLE 15. TWICE BAKED MARKET REVENUE, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 16. TWICE BAKED MARKET VOLUME, BY GEOGRAPHY, 2016-2023 (KILOTONS)

TABLE 17. TOPPED/STUFFED MARKET REVENUE, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 18. TOPPED/STUFFED MARKET VOLUME, BY GEOGRAPHY, 2016-2023 (KILOTONS)

TABLE 19. OTHER FROZEN POTATOES MARKET REVENUE, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 20. OTHER FROZEN POTATOES MARKET VOLUME, BY

GEOGRAPHY,2016-2023 (KILOTONS)

TABLE 21. GLOBAL FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 22. GLOBAL FROZEN POTATO MARKET VOLUME, BY END-USER,2016-2023 (KILOTONS)

TABLE 23. FROZEN POTATO MARKET REVENUE FOR RESIDENTIAL END-USER, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 24. FROZEN POTATO MARKET VOLUME FOR RESIDENTIAL END-USER, BY GEOGRAPHY, 2016-2023 (KILOTONS)

TABLE 25. FROZEN POTATO MARKET REVENUE FOR COMMERCIAL END-USER, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 26. FROZEN POTATO MARKET VOLUME FOR COMMERCIAL END-USER, BY GEOGRAPHY, 2016-2023 (KILOTONS)

TABLE 27. FROZEN POTATO MARKET REVENUE, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 28. FROZEN POTATO MARKET VOLUME, BY GEOGRAPHY,2016-2023 (KILOTONS)

TABLE 29. NORTH AMERICA FROZEN POTATO MARKET REVENUE, BY PRODUCT TYPE,2016-2023 (\$MILLION)

TABLE 30. NORTH AMERICA FROZEN POTATO MARKET VOLUME, BY PRODUCT TYPE,2016-2023 (KILOTONS)

TABLE 31. NORTH AMERICA FROZEN POTATO MARKET REVENUE, BY END-USER, 2016-2023 (\$MILLION)

TABLE 32. NORTH AMERICA FROZEN POTATO MARKET VOLUME, BY END-USER, 2016-2023 (KILOTONS)

TABLE 33. U.S. FROZEN POTATO MARKET REVENUE, BY END-USER, 2016-2023 (\$MILLION)

TABLE 34. MEXICO FROZEN POTATO MARKET REVENUE, BY END-USER, 2016-2023 (\$MILLION)

TABLE 35. CANADA FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 36. EUROPE FROZEN POTATO MARKET REVENUE, BY PRODUCT TYPE,2016-2023 (\$MILLION)

TABLE 37. EUROPE FROZEN POTATO MARKET VOLUME, BY PRODUCT TYPE,2016-2023 (KILOTONS)

TABLE 38. EUROPE FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 39. EUROPE FROZEN POTATO MARKET VOLUME, BY END-USER,2016-2023 (KILOTONS)

TABLE 40. UK FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 41. GERMANY FROZEN POTATO MARKET REVENUE, BY 1END-USER,2016-2023 (\$MILLION)

TABLE 42. FRANCE FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 43. ITALY FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 44. SPAIN FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 45. REST OF EUROPE FROZEN POTATO MARKET REVENUE, BY END-USER, 2016-2023 (\$MILLION)

TABLE 46. ASIA-PACIFIC FROZEN POTATO MARKET REVENUE, BY PRODUCT TYPE,2016-2023 (\$MILLION)

TABLE 47. ASIA-PACIFIC FROZEN POTATO MARKET VOLUME, BY PRODUCT TYPE,2016-2023 (KILOTONS)

TABLE 48. ASIA-PACIFIC FROZEN POTATO MARKET REVENUE, BY END-USER, 2016-2023 (\$MILLION)

TABLE 49. ASIA-PACIFIC FROZEN POTATO MARKET VOLUME, BY END-USER, 2016-2023 (KILOTONS)

TABLE 50. CHINA FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 51. JAPAN FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 52. INDIA FROZEN POTATO MARKET REVENUE, BY END-USER, 2016-2023 (\$MILLION)

TABLE 53. AUSTRALIA FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 54. SOUTH KOREA FROZEN POTATO MARKET REVENUE, BY END-USER, 2016-2023 (\$MILLION)

TABLE 55. THAILAND FROZEN POTATO MARKET REVENUE, BY END-USER, 2016-2023 (\$MILLION)

TABLE 56. REST OF ASIA-PACIFIC FROZEN POTATO MARKET REVENUE, BY END-USER, 2016-2023 (\$MILLION)

TABLE 57. LAMEA FROZEN POTATO MARKET REVENUE, BY PRODUCT TYPE, 2014-2022 (\$MILLION)

TABLE 58. LAMEA FROZEN POTATO MARKET VOLUME, BY PRODUCT TYPE,2016-2023 (KILOTONS)

TABLE 59. LAMEA FROZEN POTATO MARKET REVENUE, BY END-USER,

2015-2023 (\$MILLION)

TABLE 60. LAMEA FROZEN POTATO MARKET VOLUME, BY END-USER,2016-2023 (KILOTONS)

TABLE 61. BRAZIL FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 62. SOUTH AFRICA FROZEN POTATO MARKET REVENUE, BY END-USER, 2016-2023 (\$MILLION)

TABLE 63. KSA FROZEN POTATO MARKET REVENUE, BY END-USER, 2014-2022 (\$MILLION)

TABLE 64. UAE FROZEN POTATO MARKET REVENUE, BY END-USER,2016-2023 (\$MILLION)

TABLE 65. REST OF LAMEA FROZEN POTATO MARKET REVENUE, BY END-USER, 2014-2022 (\$MILLION)

TABLE 66. MCCAIN FOODS: COMPANY SNAPSHOT

TABLE 67. MCCAIN FOODS: OPERATING SEGMENTS

TABLE 68. MCCAIN FOODS: PRODUCT PORTFOLIO

TABLE 69. LAMB-WESTON: COMPANY SNAPSHOT

TABLE 70. LAMB-WESTON: OPERATING SEGMENTS

TABLE 71. LAMB-WESTON: PRODUCT PORTFOLIO

TABLE 72. J.R. SIMPLOT COMPANY: COMPANY SNAPSHOT

TABLE 73. J.R. SIMPLOT COMPANY: OPERATING SEGMENTS

TABLE 74. J.R. SIMPLOT COMPANY: PRODUCT PORTFOLIO

TABLE 75. AVIKO: COMPANY SNAPSHOT

TABLE 76. AVIKO: OPERATING SEGMENTS

TABLE 77. AVIKO: PRODUCT PORTFOLIO

TABLE 78. BART'S POTATO COMPANY: COMPANY SNAPSHOT

TABLE 79. BART'S POTATO COMPANY: OPERATING SEGMENTS

TABLE 80. BART'S POTATO COMPANY: PRODUCT PORTFOLIO

TABLE 81. AGRARFROST GMBH & CO. KG: COMPANY SNAPSHOT

TABLE 82. AGRARFROST GMBH & CO. KG: OPERATING SEGMENTS

TABLE 83. AGRARFROST GMBH & CO. KG: PRODUCT PORTFOLIO

TABLE 84. AGRISTO NV: COMPANY SNAPSHOT

TABLE 85. AGRISTO NV: OPERATING SEGMENTS

TABLE 86. AGRISTO NV: PRODUCT PORTFOLIO

TABLE 87. H.J. HEINZ COMPANY: COMPANY SNAPSHOT

TABLE 88. H.J. HEINZ COMPANY: OPERATING SEGMENTS

TABLE 89. H.J. HEINZ COMPANY: PRODUCT PORTFOLIO

TABLE 90. HIMALYA INTERNATIONAL LTD.: COMPANY SNAPSHOT

TABLE 91. HIMALYA INTERNATIONAL LTD.: OPERATING SEGMENTS

TABLE 92. HIMALYA INTERNATIONAL LTD.: PRODUCT PORTFOLIO

TABLE 93. TAIMEI POTATO INDUSTRY LIMITED: COMPANY SNAPSHOT

TABLE 94. TAIMEI POTATO INDUSTRY LIMITED: OPERATING SEGMENTS

TABLE 95. TAIMEI POTATO INDUSTRY LIMITED: PRODUCT PORTFOLIO

List Of Figures

LIST OF FIGURES

- FIGURE 1. GLOBAL FROZEN POTATO MARKET SEGMENTATION
- FIGURE 2. GLOBAL FROZEN POTATO MARKET, 2016-2023 (\$MILLION)
- FIGURE 3. FROZEN POTATO MARKET REVENUE SHARE BY GEOGRAPHY, 2016 & 2023 (%)
- FIGURE 4. TOP INVESTMENT POCKETS, BY PRODCUT TYPE
- FIGURE 5. HIGH BARGAINING POWER OF SUPPLIERS
- FIGURE 6. LOW BARGAINING POWER OF BUYERS
- FIGURE 7. LOW THREAT OF SUBSTITUTION
- FIGURE 8. HIGH THREAT OF NEW ENTRANTS
- FIGURE 9. HIGH COMPETITIVE RIVALRY
- FIGURE 10. MAJOR DRIVING FACTORS
- FIGURE 11. NO. OF QSRS IN DIFFERENT COUNTRIES (2010-2015)
- FIGURE 12. GLOBAL ECONOMIC GROWTH RATE BY AREA, 2015-2017
- FIGURE 13. PATENT ANALYSIS BY YEAR, 2015-2017
- FIGURE 14. PATENT ANALYSIS BY REGION, 2015-2017 (%)
- FIGURE 15. PATENT ANALYSIS BY COMPANY, 2015-2017 (%)
- FIGURE 16. GLOBAL FROZEN POTATO MARKET, BY PRODUCT TYPE
- FIGURE 17. GLOBAL FROZEN POTATO MARKET, BY END-USER
- FIGURE 18. FROZEN POTATO MARKET, REVENUE SHARE, BY GEOGRAPHY, 2016
- FIGURE 19. U.S. FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 20. MEXICO FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 21. CANADA FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 22. UK FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 23. GERMANY FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 24. FRANCE FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 25. ITALY FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 26. SPAIN FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 27. REST OF EUROPE FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 28. CHINA FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)

- FIGURE 29. JAPAN FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 30. INDIA FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 31. AUSTRALIA FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 32. SOUTH KOREA FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 33. THAILAND FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 34. REST OF ASIA-PACIFIC FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 35. BRAZIL FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 36. SOUTH AFRICA FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 37. KSA FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 38. UAE FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 39. REST OF THE LAMEA FROZEN POTATO MARKET, 2016-2023 (\$MILLION/KILOTONS)
- FIGURE 40. MCCAIN FOODS: REVENUE, 2013-2015 (\$MILLION)
- FIGURE 41. MCCAIN FOODS: REVENUE SHARE BY SEGMENT, 2015 (%)
- FIGURE 42. MCCAIN FOODS: REVENUE SHARE BY GEOGRAPHY, 2015 (%)
- FIGURE 43. LAMB-WESTON: REVENUE, 2013-2015 (\$MILLION)
- FIGURE 44. AGRISTO NV: REVENUE, 2014-2016 (\$MILLION)
- FIGURE 45. AGRISTO NV: REVENUE SHARE BY SEGMENT, 2016(%)
- FIGURE 46. H.J. HEINZ COMPANY: REVENUE, 2014-2016 (\$MILLION)
- FIGURE 47. H.J. HEINZ COMPANY: REVENUE SHARE BY SEGMENT, 2016 (%)
- FIGURE 48. H.J. HEINZ COMPANY: REVENUE SHARE BY GEOGRAPHY, 2016 (%)
- FIGURE 49. HIMALYA INTERNATIONAL LTD.: REVENUE, 2014-2016 (\$MILLION)
- FIGURE 50. HIMALYA INTERNATIONAL LTD.: REVENUE SHARE BY SEGMENT, 2016 (%)
- FIGURE 51. HIMALYA INTERNATIONAL LTD.: REVENUE SHARE BY GEOGRAPHY, 2016 (%)
- FIGURE 52. TAIMEI POTATO INDUSTRY LIMITED: REVENUE, 2014-2016 (\$MILLION)
- FIGURE 53. TAIMEI POTATO INDUSTRY LIMITED: REVENUE SHARE BY SEGMENT, 2016 (%)
- FIGURE 54. TAIMEI POTATO INDUSTRY LIMITED: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

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