

North America French Fries Market by Product (Regular and Frozen), Application (Below 18 Years, 20-35 Years Old, and Above 35 Years Old), and Distribution Channel (QSR, Institutional, Restaurants and Others): Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

French fries is a deep-fried food made with potatoes. It comes in different shapes and sizes and are often served hot, either soft or crispy. This food item is generally consumed as a part of lunch or dinner or as a snack. French fries are common on the menus of quick service and full service restaurants all around the world. French fries today have become a quintessential comfort food preferred by a large number of North American population of varying ages.

The North America French fries market is expected to witness a steady growth during the forecast period, which can be attributed to the increase in affinity of consumer toward fast food due to busy lifestyle. Moreover, increase in instances of people eating out at restaurants further aids the growth of French fries in the North American market. Other factors that drive the growth of the North America French fries market include rise in the disposable income, increase in the number of fast food restaurants, and surge in convenience due to rise in penetration of online shopping and adoption of home delivery service. However, health hazards associated with fried foods act as the major restraint for the North America French fries market. On the contrary, introduction of organic and non-Genetically Modified Organism (GMO) variety of French fries is expected to provide growth avenues in the coming years.

The North America French fries market is segmented on the basis of type, age group,

distribution channel, and country. By type, the market is bifurcated into regular and frozen French fries. On the basis of age group, the market is classified into below 18 years old, between 20 and 35 years old, and above 35 years.

By distribution channel, the market is divided into quick service restaurants (QSRs), institutions, restaurants, and others. By country, the market is studied across the U.S. and Canada.

The key players in the North America French fries market have relied upon acquisition as their key strategy to remain competitive in the market. The key players analyzed in the French fries industry in the North America include Agristo Nv, Alexia Foods, Aviko (Royal Cosun), Cavendish Farms, J.R. Simplot Company, Lamb Weston Holdings, Inc., Luxfries Bvba, McCain Foods Limited, Nathan's Famous, Inc., and Ore-Ida

KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2018 to 2026 to identify the prevailing North America French Fries market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the size and segmentation assists in determining the prevailing market opportunities.

The major countries in each region are mapped according to their revenue contribution to the industry.

The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the North America French Fries industry.

KEY MARKET SEGMENTATION

By Type

Regular

Frozen

By Age Group

Below 18 Years

20-35 Years Old

Above 35 Years Old

By Distribution Channel

QSR

Institutional

Restaurants

Others

By Country

U.S.

Canada

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. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools And Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Key Findings
 - 2.1.1. Top Investment Pockets
 - 2.1.2. Top Winning Strategies
- 2.2. Cxo Perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market Definition And Scope
- 3.2. Key Forces Shaping North America French Fries Industry/Market
 - 3.2.1. Moderate Bargaining Power of Suppliers
 - 3.2.2. Moderate Threat of New Entrants
 - 3.2.3. High Threat of Substitutes
 - 3.2.4. High Intensity of Rivalry
 - 3.2.5. Moderate Bargaining Power of Buyers
- 3.3. Top Player Positioning
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.1.1. Increase In Number of Quick Service Restaurants
 - 3.4.1.2. Rise In The Disposable Income
 - 3.4.2. Restraint
 - 3.4.2.1. Increase In Health Consciousness About Fried Products To Dissuade Market Demand
 - 3.4.3. Opportunity
 - 3.4.3.1. Introduction of New Products
- 3.5. Competitive Landscape of European Players In U.S. Fries Market

CHAPTER 4: NORTH AMERICA FRENCH FRIES MARKET, BY TYPE

4.1. Overview

4.2. Regular

4.2.1. Key Market Trends, Growth Factors And Opportunities

4.2.2. Market Size And Forecast, By Country

4.2.3. Market Analysis By Country

4.3. Frozen

4.3.1. Key Market Trends, Growth Factors, And Opportunities

4.3.2. Market Size And Forecast, By Country

4.3.3. Market Analysis By Country

CHAPTER 5: NORTH AMERICA FRENCH FRIES MARKET, BY AGE GROUP

5.1. Overview

5.2. Below 18 Years

5.2.1. Key Market Trends, Growth Factors And Opportunities

5.2.2. Market Size And Forecast, By Country

5.2.3. Market Analysis By Country

5.3. 20 - 35 Years Old

5.3.1. Key Market Trends, Growth Factors And Opportunities

5.3.2. Market Size And Forecast, By Country

5.3.3. Market Analysis By Country

5.4. Above 35 Years Old

5.4.1. Key Market Trends, Growth Factors And Opportunities

5.4.2. Market Size And Forecast, By Country

5.4.3. Market Analysis By Country

CHAPTER 6: NORTH AMERICA FRENCH FRIES MARKET, BY DISTRIBUTION CHANNEL

6.1. Overview

6.2. Quick Service Restaurants (Qsr)

6.2.1. Key Market Trends, Growth Factors And Opportunities

6.2.2. Market Size And Forecast, By Country

6.2.3. Market Analysis By Country

6.3. Institutional

6.3.1. Key Market Trends, Growth Factors And Opportunities

- 6.3.2. Market Size And Forecast, By Country
- 6.3.3. Market Analysis By Country
- 6.4. Restaurants
 - 6.4.1. Key Market Trends, Growth Factors And Opportunities
 - 6.4.2. Market Size And Forecast, By Country
 - 6.4.3. Market Analysis By Country
- 6.5. Others
 - 6.5.1. Key Market Trends, Growth Factors And Opportunities
 - 6.5.2. Market Size And Forecast, By Country
 - 6.5.3. Market Analysis By Country

CHAPTER 7: NORTH AMERICA FRENCH FRIES MARKET, BY COUNTRY

- 7.1. Overview
- 7.2. U.S.
 - 7.2.1. Market Size And Forecast By Type
 - 7.2.2. Market Size And Forecast By Age Group
 - 7.2.3. Market Size And Forecast By Distribution Channel
- 7.3. Canada
 - 7.3.1. Market Size And Forecast By Type
 - 7.3.2. Market Size And Forecast By Age Group
 - 7.3.3. Market Size And Forecast By Distribution Channel

CHAPTER 8: COMPANY PROFILES

- 8.1. Agristo Nv
 - 8.1.1. Company Overview
 - 8.1.2. Company Snapshot
 - 8.1.3. Product Portfolio
- 8.2. Alexia Foods
 - 8.2.1. Company Overview
 - 8.2.2. Key Executives
 - 8.2.3. Company Snapshot
 - 8.2.4. Product Portfolio
- 8.3. Aviko (Royal Cosun)
 - 8.3.1. Company Overview
 - 8.3.2. Key Executives
 - 8.3.3. Company Snapshot
 - 8.3.4. Operating Business Segments

- 8.3.5. Product Portfolio
- 8.3.6. Business Performance
- 8.4. Cavendish Farms
 - 8.4.1. Company Overview
 - 8.4.2. Company Snapshot
 - 8.4.3. Product Portfolio
 - 8.4.4. Key Strategic Moves And Developments
- 8.5. J.R. Simplot Company
 - 8.5.1. Company Overview
 - 8.5.2. Key Executives
 - 8.5.3. Company Snapshot
 - 8.5.4. Product Portfolio
- 8.6. Lamb Weston Holdings, Inc.
 - 8.6.1. Company Overview
 - 8.6.2. Key Executives
 - 8.6.3. Company Snapshot
 - 8.6.4. Operating Business Segments
 - 8.6.5. Product Portfolio
 - 8.6.6. R&D Expenditure
 - 8.6.7. Business Performance
- 8.7. Luxfries Bvba
 - 8.7.1. Company Overview
 - 8.7.2. Company Snapshot
 - 8.7.3. Product Portfolio
- 8.8. Mccain Foods Limited
 - 8.8.1. Company Overview
 - 8.8.2. Key Executives
 - 8.8.3. Company Snapshot
 - 8.8.4. Product Portfolio
 - 8.8.5. Key Strategic Moves And Developments
- 8.9. Nathan'S Famous, Inc.
 - 8.9.1. Company Overview
 - 8.9.2. Key Executives
 - 8.9.3. Company Snapshot
 - 8.9.4. Operating Business Segments
 - 8.9.5. Product Portfolio
 - 8.9.6. Business Performance
- 8.10. Ore-Ida
 - 8.10.1. Company Overview

- 8.10.2. Key Executive
- 8.10.3. Company Snapshot
- 8.10.4. Product Portfolio
- 8.10.5. R&D Expenditure
- 8.10.6. Business Performance

List Of Tables

LIST OF TABLES

- Table 01. North America French Fries Market, By Type, 2018-2026 (\$Million)
- Table 02. North America French Fries Market, By Type, 2019-2026 (Kiloton)
- Table 03. North America Regular French Fries Market Revenue, By Country 2019–2026 (\$Million)
- Table 04. North America Regular French Fries Market Volume, By Country 2019–2026 (Kiloton)
- Table 05. North America Frozen French Fries Market Revenue, By Country 2018–2026 (\$Million)
- Table 06. North America Frozen French Fries Market Volume, By Country 2018–2026 (Kiloton)
- Table 07. North America French Fries Market Revenue, By Age Group, 2018-2026 (\$Million)
- Table 08. North America French Fries Market Volume, By Age Group, 2019-2026 (Kiloton)
- Table 09. North America French Fries Market Revenue For Below 18 Years, By Country 2018–2026 (\$Million)
- Table 10. North America French Fries Market Volume For Below 18 Years, By Country 2018–2026 (Kiloton)
- Table 11. North America French Fries Market Revenue For 20 - 35 Years Old, By Country 2018–2026 (\$Million)
- Table 12. North America French Fries Market Volume For 20 - 35 Years Old, By Country 2018–2026 (Kiloton)
- Table 13. North America French Fries Market Revenue For Above 35 Years Old, By Country 2018–2026 (\$Million)
- Table 14. North America French Fries Market Volume For Above 35 Years Old, By Country 2018–2026 (Kiloton)
- Table 15. North America French Fries Market Revenue, By Distribution Channel, 2018-2026 (\$Million)
- Table 16. North America French Fries Market Volume, By Distribution Channel, 2019-2026 (Kiloton)
- Table 17. North America French Fries Market Revenue For (Qsr) Quick Service Restaurants, By Country 2018–2026 (\$Million)
- Table 18. North America French Fries Market Volume For (Qsr) Quick Service Restaurants, By Country 2018–2026 (Kiloton)
- Table 19. North America French Fries Market Revenue For Institutional, By Country

2018–2026 (\$Million)

Table 20. North America French Fries Market Volume For Institutional, By Country
2018–2026 (Kiloton)

Table 21. North America French Fries Market Revenue For Restaurants, By Country
2018–2026 (\$Million)

Table 22. North America French Fries Market Volume For Restaurants, By Country
2018–2026 (Kiloton)

Table 23. North America French Fries Market Revenue For Others, By Country
2018–2026 (\$Million)

Table 24. North America French Fries Market Volume For Others, By Country
2018–2026 (Kiloton)

Table 25. North America French Fries Market Revenue, By Country, 2018-2026
(\$Million)

Table 26. North America French Fries Market Volume, By Country, 2019-2026 (Kiloton)

Table 27. U.S. French Fries Market Revenue For Frozen, By Type 2018–2026 (\$Million)

Table 28. U.S. French Fries Market Volume For Frozen, By Type 2018–2026 (Kiloton)

Table 29. U.S. French Fries Market Revenue, By Age Group, 2018-2026 (\$Million)

Table 30. U.S. French Fries Market Volume, By Age Group, 2019-2026 (Kiloton)

Table 31. U.S. French Fries Market Revenue, By Distribution Channel, 2018-2026
(\$Million)

Table 32. U.S. French Fries Market Volume, By Distribution Channel, 2019-2026
(Kiloton)

Table 33. Canada French Fries Market Revenue For Frozen, By Type 2018–2026
(\$Million)

Table 34. Canada French Fries Market Volume For Frozen, By Type 2018–2026
(Kiloton)

Table 35. Canada French Fries Market Revenue, By Age Group, 2018-2026 (\$Million)

Table 36. Canada French Fries Market Volume, By Age Group, 2019-2026 (Kiloton)

Table 37. Canada French Fries Market Revenue, By Distribution Channel, 2018-2026
(\$Million)

Table 38. Canada French Fries Market Volume, By Distribution Channel, 2019-2026
(Kiloton)

Table 39. Agristo Nv: Company Snapshot

Table 40. Agristo Nv: Product Portfolio

Table 41. Alexia Foods: Key Executives

Table 42. Alexia Foods (Conagra Brands Inc.): Company Snapshot

Table 43. Alexia Foods (Conagra Brands Inc.): Product Portfolio

Table 44. Aviko (Royal Cosun): Key Executives

Table 45. Aviko (Royal Cosun): Company Snapshot

Table 46. Aviko (Royal Cosun): Operating Segments

Table 47. Aviko (Royal Cosun): Product Portfolio

Table 48. Aviko (Royal Cosun): Net Sales, 2016–2018 (\$Million)

Table 49. Cavendish Farms: Company Snapshot

Table 50. Cavendish Farms: Product Portfolio

Table 51. J.R. Simplot Company : Key Executives

Table 52. J.R. Simplot Company : Company Snapshot

Table 53. J.R. Simplot Company : Product Portfolio

Table 54. Lamb Weston Holdings, Inc.: Key Executives

Table 55. Lamb Weston Holdings, Inc.: Company Snapshot

Table 56. Lamb Weston Holdings, Inc.: Operating Segments

Table 57. Lamb Weston Holdings, Inc.: Product Portfolio

Table 58. Lamb Weston Holdings, Inc.: R&D Expenditure, 2016–2018 (\$Million)

Table 59. Lamb Weston Holdings, Inc.: Net Sales, 2017–2019 (\$Million)

Table 60. Luxfries Bvba: Company Snapshot

Table 61. Luxfries Bvba: Product Portfolio

Table 62. Mccain Foods Limited: Key Executives

Table 63. Mccain Foods Limited: Company Snapshot

Table 64. Mccain Foods Limited: Product Portfolio

Table 65. Nathan’S Famous, Inc.: Key Executives

Table 66. Nathan’S Famous, Inc.: Company Snapshot

Table 67. Nathan’S Famous, Inc.: Operating Segments

Table 68. Nathan’S Famous, Inc.: Product Portfolio

Table 69. Nathan’S Famous, Inc.: Net Sales, 2016–2018 (\$Million)

Table 70. Ore-Ida (Kraft Heinz): Key Executives

Table 71. Ore-Ida (Kraft Heinz): Company Snapshot

Table 72. Ore-Ida (Kraft Heinz): Product Portfolio

Table 73. Ore-Ida (Kraft Heinz): R&D Expenditure, 2016–2018 (\$Million)

Table 74. Ore-Ida (Kraft Heinz): Net Sales, 2016–2018 (\$Million)

List Of Figures

LIST OF FIGURES

- Figure 01. Key Market Segments
- Figure 02. Executive Summary
- Figure 03. Top Investment Pockets
- Figure 04. Top Winning Strategies, By Year, 2016–2019*
- Figure 05. Top Winning Strategies, By Development, 2016–2019* (%)
- Figure 06. Top Winning Strategies, By Company, 2016–2019*
- Figure 07. Top Player Positioning, 2018 (%)
- Figure 08. North America French Fries Market, By Type, 2018 (%)
- Figure 09. Comparative Share Analysis of Regular North America French Fries Market, By Country, 2018 & 2026 (%)
- Figure 10. Comparative Share Analysis of Frozen North America French Fries Market, By Country, 2018 & 2026 (%)
- Figure 11. North America French Fries Market, By Age Group, 2018 (%)
- Figure 12. Comparative Share Analysis of North America French Fries Market For Below 18 Years, By Country, 2018 & 2026 (%)
- Figure 13. Comparative Share Analysis of North America French Fries Market 20 - 35 Years Old, By Country, 2018 & 2026 (%)
- Figure 14. Comparative Share Analysis North America French Fries Market For Above 35 Years Old, By Country, 2018 & 2026 (%)
- Figure 15. North America French Fries Market, By Distribution Channel, 2018 (%)
- Figure 16. Comparative Share Analysis North America French Fries Market For (Qsr) Quick Service Restaurants, By Country, 2018 & 2026 (%)
- Figure 17. Comparative Share Analysis North America French Fries Market For Institutional, By Country, 2018 & 2026 (%)
- Figure 18. Comparative Share Analysis North America French Fries Market For Restaurants, By Country, 2018 & 2026 (%)
- Figure 19. Comparative Share Analysis North America French Fries Market For Others, By Country, 2018 & 2026 (%)
- Figure 20. North America French Fries Market, By Country, 2018 (%)
- Figure 21. U.S. French Fries Market, 2018-2026
- Figure 22. Canada French Fries Market, 2018-2026
- Figure 23. Aviko (Royal Cosun): Net Sales, 2016–2018 (\$Million)
- Figure 24. Aviko (Royal Cosun): Revenue Share By Segment, 2018 (%)
- Figure 25. Aviko (Royal Cosun): Revenue Share By Region, 2018 (%)
- Figure 26. Lamb Weston Holdings, Inc.: R&D Expenditure, 2016–2018 (\$Million)

- Figure 27. Lamb Weston Holdings, Inc.: Net Sales, 2017–2019 (\$Million)
- Figure 28. Lamb Weston Holdings, Inc.: Revenue Share By Segment, 2019 (%)
- Figure 29. Nathan’S Famous, Inc.: Net Sales, 2016–2018 (\$Million)
- Figure 30. Nathan’S Famous, Inc.: Revenue Share By Segment, 2018 (%)
- Figure 31. Nathan’S Famous, Inc.: Revenue Share By Region, 2018 (%)
- Figure 32. Ore-Ida (Kraft Heinz): R&D Expenditure, 2016–2018 (\$Million)
- Figure 33. Ore-Ida (Kraft Heinz): Net Sales, 2016–2018 (\$Million)
- Figure 34. Ore-Ida (Kraft Heinz): Revenue Share By Segment, 2018 (%)
- Figure 35. Ore-Ida (Kraft Heinz): Revenue Share By Geography, 2018 (%)

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