

Potato Granules Market By Nature (Organic, Conventional) , By End Use (Household, Commercial) By Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Convenience Stores, Online Retailers, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

Potato Granules Market

The potato granules market was valued at \$7.3 billion in 2023 and is projected to reach \$12.1 billion by 2033, growing at a CAGR of 5.2% from 2024 to 2033.

Potato granule is a processed, dehydrated form of potato known for its versatility and extended shelf life. The dried granules are easily rehydrated using water and are used for the formation of soups, mashed potato, sauces, and convenience foods. The dehydration process prevents the growth of microbes and ensures that the granules remain non-perishable for extensive periods.

Rise in the popularity of convenience foods owing to surge in fast-paced lifestyles and busy schedules is a key driver of the potato granules market. In addition, expansion of the food service industry is augmenting the development of the market. This is attributed to the cost-efficient and easy-to-use characteristics of potato granules that enable restaurants & caterers to cook food on a large scale effectively. Furthermore, the processed food industry is a major consumer of potato granules as they are incorporated into the manufacturing of instant soups, ready-to-eat meals, and sauces. A key trend gaining prominence in the potato granules market is the infusion of different flavors to appeal to diverse segments of consumers. Manufacturers are considerably

focusing on introducing different varieties such as herb-, cheese-, and garlic-flavored potato granules.

However, volatility in the prices of raw potatoes due to fluctuating climatic conditions and crop yields impacts the overall cost of granules. This leads to uncertainty in profits for manufacturers & retailers and hampers the development of the market. Moreover, persistent preference for fresh products among a broad base of consumers restrains the market growth significantly. On the contrary, rise in the export and import of potato granules is projected to present lucrative opportunities for the market. According to The Observatory of Economic Complexity—an online data visualization platform—potato granules were among the top traded products across the globe in 2022, with a total trade value of \$824 million.

Segment Review

The potato granules market is segmented into nature, end use, distribution channel, and region. On the basis of nature, the market is bifurcated into organic and conventional. As per end use, it is divided into household and commercial. Depending on distribution channel, it is classified into hypermarkets & supermarkets, specialty stores, convenience stores, online retailers, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of nature, the conventional segment held a high share of the market in 2023.

As per end use, the commercial segment acquired a high stake in the market in 2023.

Depending on distribution channel, the hypermarkets & supermarkets segment dominated the market in 2023.

Region wise, Europe was the highest revenue generator in 2023.

Competition Analysis

The major players in the global potato granules market include Lamb Weston Holdings, Inc., McCain Foods Limited, Idahoan Foods, LLC, Agrana Beteiligungs-AG, Aviko B.V., Emsland Group, J.R. Simplot Company, Pailan Group, PEPEES S.A., and Grupo Apex.

These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

Market share analysis of players at global/region/country level

Per Capita Consumption Trends

Product Consumption Analysis

Reimbursement Scenario

SWOT Analysis

Volume Market Size and Forecast

Key Market Segments

By Nature

Organic

Conventional

By End Use

Potato Granules Market By Nature (Organic, Conventional) , By End Use (Household, Commercial) By Distribution...

Household

Commercial

By Distribution Channel

Hypermarkets and Supermarkets

Specialty Stores

Convenience Stores

Online Retailers

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Lamb Weston Holdings, Inc.

McCain Foods Limited

Idahoan Foods, LLC

Agrana Beteiligungs-AG

Aviko B.V.

Emsland Group

J.R. Simplot Company

Pailan Group

PEPEES S.A.

Grupo Apex

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 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. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: POTATO GRANULES MARKET, BY NATURE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Nature
- 4.2. Organic
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Conventional
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country

CHAPTER 5: POTATO GRANULES MARKET, BY END USE

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By End Use
- 5.2. Household
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Commercial
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country

CHAPTER 6: POTATO GRANULES MARKET, BY DISTRIBUTION CHANNEL

- 6.1. Market Overview
 - 6.1.1 Market Size and Forecast, By Distribution Channel
- 6.2. Hypermarkets And Supermarkets
 - 6.2.1. Key Market Trends, Growth Factors and Opportunities
 - 6.2.2. Market Size and Forecast, By Region
 - 6.2.3. Market Share Analysis, By Country
- 6.3. Specialty Stores
 - 6.3.1. Key Market Trends, Growth Factors and Opportunities
 - 6.3.2. Market Size and Forecast, By Region
 - 6.3.3. Market Share Analysis, By Country
- 6.4. Convenience Stores
 - 6.4.1. Key Market Trends, Growth Factors and Opportunities
 - 6.4.2. Market Size and Forecast, By Region
 - 6.4.3. Market Share Analysis, By Country
- 6.5. Online Retailers
 - 6.5.1. Key Market Trends, Growth Factors and Opportunities
 - 6.5.2. Market Size and Forecast, By Region

- 6.5.3. Market Share Analysis, By Country
- 6.6. Others
 - 6.6.1. Key Market Trends, Growth Factors and Opportunities
 - 6.6.2. Market Size and Forecast, By Region
 - 6.6.3. Market Share Analysis, By Country

CHAPTER 7: POTATO GRANULES MARKET, BY REGION

- 7.1. Market Overview
 - 7.1.1 Market Size and Forecast, By Region
- 7.2. North America
 - 7.2.1. Key Market Trends and Opportunities
 - 7.2.2. Market Size and Forecast, By Nature
 - 7.2.3. Market Size and Forecast, By End Use
 - 7.2.4. Market Size and Forecast, By Distribution Channel
 - 7.2.5. Market Size and Forecast, By Country
 - 7.2.6. U.S. Potato Granules Market
 - 7.2.6.1. Market Size and Forecast, By Nature
 - 7.2.6.2. Market Size and Forecast, By End Use
 - 7.2.6.3. Market Size and Forecast, By Distribution Channel
 - 7.2.7. Canada Potato Granules Market
 - 7.2.7.1. Market Size and Forecast, By Nature
 - 7.2.7.2. Market Size and Forecast, By End Use
 - 7.2.7.3. Market Size and Forecast, By Distribution Channel
 - 7.2.8. Mexico Potato Granules Market
 - 7.2.8.1. Market Size and Forecast, By Nature
 - 7.2.8.2. Market Size and Forecast, By End Use
 - 7.2.8.3. Market Size and Forecast, By Distribution Channel
- 7.3. Europe
 - 7.3.1. Key Market Trends and Opportunities
 - 7.3.2. Market Size and Forecast, By Nature
 - 7.3.3. Market Size and Forecast, By End Use
 - 7.3.4. Market Size and Forecast, By Distribution Channel
 - 7.3.5. Market Size and Forecast, By Country
 - 7.3.6. France Potato Granules Market
 - 7.3.6.1. Market Size and Forecast, By Nature
 - 7.3.6.2. Market Size and Forecast, By End Use
 - 7.3.6.3. Market Size and Forecast, By Distribution Channel
 - 7.3.7. Germany Potato Granules Market

- 7.3.7.1. Market Size and Forecast, By Nature
- 7.3.7.2. Market Size and Forecast, By End Use
- 7.3.7.3. Market Size and Forecast, By Distribution Channel
- 7.3.8. Italy Potato Granules Market
 - 7.3.8.1. Market Size and Forecast, By Nature
 - 7.3.8.2. Market Size and Forecast, By End Use
 - 7.3.8.3. Market Size and Forecast, By Distribution Channel
- 7.3.9. Spain Potato Granules Market
 - 7.3.9.1. Market Size and Forecast, By Nature
 - 7.3.9.2. Market Size and Forecast, By End Use
 - 7.3.9.3. Market Size and Forecast, By Distribution Channel
- 7.3.10. UK Potato Granules Market
 - 7.3.10.1. Market Size and Forecast, By Nature
 - 7.3.10.2. Market Size and Forecast, By End Use
 - 7.3.10.3. Market Size and Forecast, By Distribution Channel
- 7.3.11. Russia Potato Granules Market
 - 7.3.11.1. Market Size and Forecast, By Nature
 - 7.3.11.2. Market Size and Forecast, By End Use
 - 7.3.11.3. Market Size and Forecast, By Distribution Channel
- 7.3.12. Rest Of Europe Potato Granules Market
 - 7.3.12.1. Market Size and Forecast, By Nature
 - 7.3.12.2. Market Size and Forecast, By End Use
 - 7.3.12.3. Market Size and Forecast, By Distribution Channel
- 7.4. Asia-Pacific
 - 7.4.1. Key Market Trends and Opportunities
 - 7.4.2. Market Size and Forecast, By Nature
 - 7.4.3. Market Size and Forecast, By End Use
 - 7.4.4. Market Size and Forecast, By Distribution Channel
 - 7.4.5. Market Size and Forecast, By Country
 - 7.4.6. China Potato Granules Market
 - 7.4.6.1. Market Size and Forecast, By Nature
 - 7.4.6.2. Market Size and Forecast, By End Use
 - 7.4.6.3. Market Size and Forecast, By Distribution Channel
 - 7.4.7. Japan Potato Granules Market
 - 7.4.7.1. Market Size and Forecast, By Nature
 - 7.4.7.2. Market Size and Forecast, By End Use
 - 7.4.7.3. Market Size and Forecast, By Distribution Channel
 - 7.4.8. India Potato Granules Market
 - 7.4.8.1. Market Size and Forecast, By Nature

- 7.4.8.2. Market Size and Forecast, By End Use
- 7.4.8.3. Market Size and Forecast, By Distribution Channel
- 7.4.9. South Korea Potato Granules Market
 - 7.4.9.1. Market Size and Forecast, By Nature
 - 7.4.9.2. Market Size and Forecast, By End Use
 - 7.4.9.3. Market Size and Forecast, By Distribution Channel
- 7.4.10. Australia Potato Granules Market
 - 7.4.10.1. Market Size and Forecast, By Nature
 - 7.4.10.2. Market Size and Forecast, By End Use
 - 7.4.10.3. Market Size and Forecast, By Distribution Channel
- 7.4.11. Thailand Potato Granules Market
 - 7.4.11.1. Market Size and Forecast, By Nature
 - 7.4.11.2. Market Size and Forecast, By End Use
 - 7.4.11.3. Market Size and Forecast, By Distribution Channel
- 7.4.12. Malaysia Potato Granules Market
 - 7.4.12.1. Market Size and Forecast, By Nature
 - 7.4.12.2. Market Size and Forecast, By End Use
 - 7.4.12.3. Market Size and Forecast, By Distribution Channel
- 7.4.13. Indonesia Potato Granules Market
 - 7.4.13.1. Market Size and Forecast, By Nature
 - 7.4.13.2. Market Size and Forecast, By End Use
 - 7.4.13.3. Market Size and Forecast, By Distribution Channel
- 7.4.14. Rest of Asia-Pacific Potato Granules Market
 - 7.4.14.1. Market Size and Forecast, By Nature
 - 7.4.14.2. Market Size and Forecast, By End Use
 - 7.4.14.3. Market Size and Forecast, By Distribution Channel
- 7.5. LAMEA
 - 7.5.1. Key Market Trends and Opportunities
 - 7.5.2. Market Size and Forecast, By Nature
 - 7.5.3. Market Size and Forecast, By End Use
 - 7.5.4. Market Size and Forecast, By Distribution Channel
 - 7.5.5. Market Size and Forecast, By Country
 - 7.5.6. Brazil Potato Granules Market
 - 7.5.6.1. Market Size and Forecast, By Nature
 - 7.5.6.2. Market Size and Forecast, By End Use
 - 7.5.6.3. Market Size and Forecast, By Distribution Channel
 - 7.5.7. South Africa Potato Granules Market
 - 7.5.7.1. Market Size and Forecast, By Nature
 - 7.5.7.2. Market Size and Forecast, By End Use

- 7.5.7.3. Market Size and Forecast, By Distribution Channel
- 7.5.8. Saudi Arabia Potato Granules Market
 - 7.5.8.1. Market Size and Forecast, By Nature
 - 7.5.8.2. Market Size and Forecast, By End Use
 - 7.5.8.3. Market Size and Forecast, By Distribution Channel
- 7.5.9. UAE Potato Granules Market
 - 7.5.9.1. Market Size and Forecast, By Nature
 - 7.5.9.2. Market Size and Forecast, By End Use
 - 7.5.9.3. Market Size and Forecast, By Distribution Channel
- 7.5.10. Argentina Potato Granules Market
 - 7.5.10.1. Market Size and Forecast, By Nature
 - 7.5.10.2. Market Size and Forecast, By End Use
 - 7.5.10.3. Market Size and Forecast, By Distribution Channel
- 7.5.11. Rest of LAMEA Potato Granules Market
 - 7.5.11.1. Market Size and Forecast, By Nature
 - 7.5.11.2. Market Size and Forecast, By End Use
 - 7.5.11.3. Market Size and Forecast, By Distribution Channel

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping Of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

CHAPTER 9: COMPANY PROFILES

- 9.1. Lamb Weston Holdings, Inc.
 - 9.1.1. Company Overview
 - 9.1.2. Key Executives
 - 9.1.3. Company Snapshot
 - 9.1.4. Operating Business Segments
 - 9.1.5. Product Portfolio
 - 9.1.6. Business Performance
 - 9.1.7. Key Strategic Moves and Developments
- 9.2. McCain Foods Limited
 - 9.2.1. Company Overview

- 9.2.2. Key Executives
- 9.2.3. Company Snapshot
- 9.2.4. Operating Business Segments
- 9.2.5. Product Portfolio
- 9.2.6. Business Performance
- 9.2.7. Key Strategic Moves and Developments
- 9.3. Idahoan Foods, LLC
 - 9.3.1. Company Overview
 - 9.3.2. Key Executives
 - 9.3.3. Company Snapshot
 - 9.3.4. Operating Business Segments
 - 9.3.5. Product Portfolio
 - 9.3.6. Business Performance
 - 9.3.7. Key Strategic Moves and Developments
- 9.4. Agrana Beteiligungs-AG
 - 9.4.1. Company Overview
 - 9.4.2. Key Executives
 - 9.4.3. Company Snapshot
 - 9.4.4. Operating Business Segments
 - 9.4.5. Product Portfolio
 - 9.4.6. Business Performance
 - 9.4.7. Key Strategic Moves and Developments
- 9.5. Aviko B.V.
 - 9.5.1. Company Overview
 - 9.5.2. Key Executives
 - 9.5.3. Company Snapshot
 - 9.5.4. Operating Business Segments
 - 9.5.5. Product Portfolio
 - 9.5.6. Business Performance
 - 9.5.7. Key Strategic Moves and Developments
- 9.6. Emsland Group
 - 9.6.1. Company Overview
 - 9.6.2. Key Executives
 - 9.6.3. Company Snapshot
 - 9.6.4. Operating Business Segments
 - 9.6.5. Product Portfolio
 - 9.6.6. Business Performance
 - 9.6.7. Key Strategic Moves and Developments
- 9.7. J.R. Simplot Company

- 9.7.1. Company Overview
- 9.7.2. Key Executives
- 9.7.3. Company Snapshot
- 9.7.4. Operating Business Segments
- 9.7.5. Product Portfolio
- 9.7.6. Business Performance
- 9.7.7. Key Strategic Moves and Developments
- 9.8. Pailan Group
 - 9.8.1. Company Overview
 - 9.8.2. Key Executives
 - 9.8.3. Company Snapshot
 - 9.8.4. Operating Business Segments
 - 9.8.5. Product Portfolio
 - 9.8.6. Business Performance
 - 9.8.7. Key Strategic Moves and Developments
- 9.9. PEPEES S.A.
 - 9.9.1. Company Overview
 - 9.9.2. Key Executives
 - 9.9.3. Company Snapshot
 - 9.9.4. Operating Business Segments
 - 9.9.5. Product Portfolio
 - 9.9.6. Business Performance
 - 9.9.7. Key Strategic Moves and Developments
- 9.10. Grupo Apex
 - 9.10.1. Company Overview
 - 9.10.2. Key Executives
 - 9.10.3. Company Snapshot
 - 9.10.4. Operating Business Segments
 - 9.10.5. Product Portfolio
 - 9.10.6. Business Performance
 - 9.10.7. Key Strategic Moves and Developments

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