

Global Dehydrated Potato Market Size study & Forecast, by Form (Flakes, Powder, Dices, Shreds, Others) by Nature (Organic, Conventional), by Distribution Channel (Food Services, Retail Channel) and Regional Analysis, 2023-2030

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Abstracts

Global Dehydrated Potato Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Dehydrated potato are processed potato products that are desiccated In order to reduce moisture and increase shelf life. Dehydrated potato products are gaining high traction in many food applications, including snacks, ready-to-eat meals, soups, and bakery goods. These potatoes are available in various forms, such as flakes, sliced, and diced pieces, and powder and granules, which have varied, distinct applications in the food processing and preparation sector. The product has a good shelf life of about one to two years when kept in accordance with United States Department of Agriculture (USDA) commodities guidelines. Dehydrated potatoes are gaining wide popularity as a food additive, in recent years, as they add nutritional value to various food products. The functional and nutritional qualities of dehydrated food products, as well as their convenience factor, have led to the rapid adoption of dehydrated potatoes, leading to a positive impact on the market growth across the globe.

The Dehydrated Potato Market is expanding because of factors such as the increase in popularity of dehydrated potatoes in the processed food industry due to their longer shelf life, along with the surging demand from the food service industry. In addition, the growing popularity of ready-to-eat meals is acting as a catalyzing factor for market growth across the globe. According to Statista, in 2021, it was estimated that the ready-to-eat meals segment generated a total revenue of around USD 470 billion. Also, it is projected that the demand for ready-to-eat meals is continuously rising and reached

USD 690 billion by 2026. The popularity of ready-to-eat meals is increasing across the world, owing to the busy lifestyles of consumers. Dehydrated potatoes, in this consumption pattern, are used as a key ingredient in many ready-to-eat meals. It further offers improved convenience and ease of use for consumers and food producers. As a result, the demand for ready-to-eat and easy-to-cook food products has been increasing globally, which drives the demand for dehydrated potato products. Moreover, the surging demand from the processed food industry due to their applications in baked products, sauces, soups, and other processed food products is expanding the growth of the dehydrated potato market. In recent years, consumers are actively changing their consumption patterns and consuming nutrition-laden processed food to focus on improving health consciousness. According to the Food and Agriculture Organization (FAO), less than 50% of potatoes are consumed fresh, and the rest are processed into value-added products and dried potatoes. Thus, these aforementioned factors are propelling the growth of the Dehydrated Potato Market during the estimated period. Moreover, the surge in megatrend of organic food is shaping the food & beverage industry, as well as increasing focus on product innovation present various lucrative opportunities over the forecasting years. However, price fluctuation and supply chain bottlenecks and the technological and infrastructure constraints in dehydrated potato production are challenging the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Dehydrated Potato Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia-Pacific has dominated the market in 2022, owing to the robust growth of the processed food sector, along with the increase in demand for nutrition-rich food products in the region, particularly China and India. Whereas, North America is expected to grow at the highest CAGR over the forecasting years. Surging demand for ready-to-eat meals, as well as the presence of stringent regulatory standards to ensure fresh potato texture and flavor, are significantly propelling the market demand across the region.

Major market players included in this report are:

McCain Foods (U.S.)
Basic American Foods Corporate (U.S.)
Lamb Weston Holdings, Inc. (U.S.)
Idahoan Foods, LLC (U.S.)
Pacific Valley Foods (U.S.)
Augason Farms (U.S.)
Bemis Company, Inc (U.S.)
Birkamidon Rohstoffhandels GmbH (Germany)

J.R. Short Milling (U.S.)
Rixona B.V. (Netherlands)

Recent Developments in the Market:

In September 2022, Lamb Weston Holdings, Inc., a food processing company based in America, proclaimed a capital investment of USD 240 million in an expansion of French fry processing line in Argentina with the planned construction of a new manufacturing unit in Mar del Plata. It helps to produce more than 200 million pounds of frozen French fries and other dehydrated potato products per year. The business is dedicated to providing for the needs of the Argentine and South American markets.

In September 2021, McCain Foods, a Canadian multinational frozen food company, invested USD 20 million in Bethune plant, which will aid the company with the modernization of the manufacturing site, created a new packaging for French fries, and formed a novel packaging line. It will further help the company to evolve towards modern and sustainable industrial production.

Global Dehydrated Potato Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Form, Nature, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Form:

Flakes

Powder

Dices

Shreds

Others

By Nature:

Organic

Conventional

By Distribution Channel:

Food Services

Retail Channel

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

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