

Global Potato Noodles Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Potato Noodles competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. In 2024, global potato noodles production reached 2.28 million tons, with an average price of \$1,130 per ton. Potato noodles refer to pasta with potatoes as the main ingredient. They come in various forms, including industrially produced noodles made from a mixture of potatoes and wheat flour, or homemade noodles commonly found in the northwest region, which are made with potatoes, noodles and various ingredients. The upstream of the potato noodle industry chain includes potato planting, starch processing, and packaging material supply. Representative companies include Xuechuan Agriculture, Inner Mongolia Potato Industry Group, Quaker Starch, CP Packaging, and Fonterra Food Ingredients. Downstream customers are mainly distributed in restaurant chains, convenience food manufacturing, and supermarket retail. Typical companies include Haidilao, Ajisen Ramen, Uni-President Enterprises, Master Kong, and Hema Fresh. These companies drive overall consumer demand by applying potato noodles to hot pot dishes, convenient instant noodle bowls, and instant hot and sour noodles. The core driver of downstream market demand growth comes from the rapid expansion of standardization in convenience foods and catering. With the popularization of fast-paced lifestyles and the increase in instant food consumption scenarios, potato noodles, with their "healthy carbohydrate alternative" and "gluten-free" labels, are favored by young consumers. At the same time, the chain trend of hot pot and local snacks is significant, driving up B2B procurement of bulk and frozen potato noodles. The expansion of rural e-commerce and food delivery platforms has also allowed regional brands to rapidly penetrate third- and fourth-tier markets. Development trends are characterized by product differentiation and health-oriented upgrades. The next

generation of potato starch production is moving towards low additives, whole-potato nutrition, and a blend of grains. In terms of packaging, companies are using biodegradable and environmentally friendly materials and vacuum-packed instant packaging to extend shelf life. Driving factors include increased consumer health awareness, policy support for potatoes as a staple food, and improved cold chain logistics. The main obstacles are seasonal fluctuations in raw material prices, high regional processing concentration leading to increased transportation costs, and low industry standardization and brand concentration, resulting in homogeneous market competition. A medium-sized potato noodles production line typically has an annual capacity of 5,000 to 8,000 tons. The gross profit margin for standard instant products is approximately 18% to 25%, while products using high-end whole-potato starch, nutritional formulas, or self-heating packaging can achieve a gross profit margin of around 30%.

The global Potato Noodles market size was estimated at USD 2577.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.60% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Potato Noodles market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Potato Noodles market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Potato Noodles market.

Global Potato Noodles Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Potato Powder Love Noodle
McCain Foods
Sichuan Baijia Akuan Food Industrial
LUTOSA
Anhui Three Brothers Potato Industry
Nissin Foods
Yichang Wudong Potato Industry Co., Ltd.
Sunrise New International Group
Dalian Jinbaiwei
ACECOOK
Longxu
Daikoku Foods
CJ CheilJedang
Nongshim
Sempio
Lanzhou
Sinolux
House Foods
Myojo Foods
SANYO FOODS

Market Segmentation (by Type)

Ready-to-Eat Type
Non-Ready-to-Eat Type

Market Segmentation (by Application)

Home Cooking
Commercial Catering
Food Industry

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Potato Noodles Market
Overview of the regional outlook of the Potato Noodles Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Potato Noodles Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Potato Noodles, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development

potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Potato Noodles
- 1.2 Key Market Segments
 - 1.2.1 Potato Noodles Segment by Type
 - 1.2.2 Potato Noodles Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 POTATO NOODLES MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Potato Noodles Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Potato Noodles Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 POTATO NOODLES MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Potato Noodles Product Life Cycle
- 3.3 Global Potato Noodles Sales by Manufacturers (2020-2025)
- 3.4 Global Potato Noodles Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Potato Noodles Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Potato Noodles Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Potato Noodles Market Competitive Situation and Trends
 - 3.8.1 Potato Noodles Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Potato Noodles Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 POTATO NOODLES INDUSTRY CHAIN ANALYSIS

- 4.1 Potato Noodles Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF POTATO NOODLES MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Potato Noodles Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Potato Noodles Market
- 5.7 ESG Ratings of Leading Companies

6 POTATO NOODLES MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Potato Noodles Sales Market Share by Type (2020-2025)
- 6.3 Global Potato Noodles Market Size by Type (2020-2025)
- 6.4 Global Potato Noodles Price by Type (2020-2025)

7 POTATO NOODLES MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Potato Noodles Market Sales by Application (2020-2025)
- 7.3 Global Potato Noodles Market Size (M USD) by Application (2020-2025)

7.4 Global Potato Noodles Sales Growth Rate by Application (2020-2025)

8 POTATO NOODLES MARKET SALES BY REGION

8.1 Global Potato Noodles Sales by Region

8.1.1 Global Potato Noodles Sales by Region

8.1.2 Global Potato Noodles Sales Market Share by Region

8.2 Global Potato Noodles Market Size by Region

8.2.1 Global Potato Noodles Market Size by Region

8.2.2 Global Potato Noodles Market Size by Region

8.3 North America

8.3.1 North America Potato Noodles Sales by Country

8.3.2 North America Potato Noodles Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Potato Noodles Sales by Country

8.4.2 Europe Potato Noodles Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Potato Noodles Sales by Region

8.5.2 Asia Pacific Potato Noodles Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Potato Noodles Sales by Country

8.6.2 South America Potato Noodles Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Potato Noodles Sales by Region
- 8.7.2 Middle East and Africa Potato Noodles Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 POTATO NOODLES MARKET PRODUCTION BY REGION

- 9.1 Global Production of Potato Noodles by Region(2020-2025)
- 9.2 Global Potato Noodles Revenue Market Share by Region (2020-2025)
- 9.3 Global Potato Noodles Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Potato Noodles Production
 - 9.4.1 North America Potato Noodles Production Growth Rate (2020-2025)
 - 9.4.2 North America Potato Noodles Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Potato Noodles Production
 - 9.5.1 Europe Potato Noodles Production Growth Rate (2020-2025)
 - 9.5.2 Europe Potato Noodles Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Potato Noodles Production (2020-2025)
 - 9.6.1 Japan Potato Noodles Production Growth Rate (2020-2025)
 - 9.6.2 Japan Potato Noodles Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Potato Noodles Production (2020-2025)
 - 9.7.1 China Potato Noodles Production Growth Rate (2020-2025)
 - 9.7.2 China Potato Noodles Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Potato Powder Love Noodle
 - 10.1.1 Potato Powder Love Noodle Basic Information
 - 10.1.2 Potato Powder Love Noodle Potato Noodles Product Overview
 - 10.1.3 Potato Powder Love Noodle Potato Noodles Product Market Performance
 - 10.1.4 Potato Powder Love Noodle Business Overview
 - 10.1.5 Potato Powder Love Noodle SWOT Analysis
 - 10.1.6 Potato Powder Love Noodle Recent Developments

10.2 McCain Foods

10.2.1 McCain Foods Basic Information

10.2.2 McCain Foods Potato Noodles Product Overview

10.2.3 McCain Foods Potato Noodles Product Market Performance

10.2.4 McCain Foods Business Overview

10.2.5 McCain Foods SWOT Analysis

10.2.6 McCain Foods Recent Developments

10.3 Sichuan Baijia Akuan Food Industrial

10.3.1 Sichuan Baijia Akuan Food Industrial Basic Information

10.3.2 Sichuan Baijia Akuan Food Industrial Potato Noodles Product Overview

10.3.3 Sichuan Baijia Akuan Food Industrial Potato Noodles Product Market

Performance

10.3.4 Sichuan Baijia Akuan Food Industrial Business Overview

10.3.5 Sichuan Baijia Akuan Food Industrial SWOT Analysis

10.3.6 Sichuan Baijia Akuan Food Industrial Recent Developments

10.4 LUTOSA

10.4.1 LUTOSA Basic Information

10.4.2 LUTOSA Potato Noodles Product Overview

10.4.3 LUTOSA Potato Noodles Product Market Performance

10.4.4 LUTOSA Business Overview

10.4.5 LUTOSA Recent Developments

10.5 Anhui Three Brothers Potato Industry

10.5.1 Anhui Three Brothers Potato Industry Basic Information

10.5.2 Anhui Three Brothers Potato Industry Potato Noodles Product Overview

10.5.3 Anhui Three Brothers Potato Industry Potato Noodles Product Market

Performance

10.5.4 Anhui Three Brothers Potato Industry Business Overview

10.5.5 Anhui Three Brothers Potato Industry Recent Developments

10.6 Nissin Foods

10.6.1 Nissin Foods Basic Information

10.6.2 Nissin Foods Potato Noodles Product Overview

10.6.3 Nissin Foods Potato Noodles Product Market Performance

10.6.4 Nissin Foods Business Overview

10.6.5 Nissin Foods Recent Developments

10.7 Yichang Wudong Potato Industry Co., Ltd.

10.7.1 Yichang Wudong Potato Industry Co., Ltd. Basic Information

10.7.2 Yichang Wudong Potato Industry Co., Ltd. Potato Noodles Product Overview

10.7.3 Yichang Wudong Potato Industry Co., Ltd. Potato Noodles Product Market

Performance

- 10.7.4 Yichang Wudong Potato Industry Co., Ltd. Business Overview
- 10.7.5 Yichang Wudong Potato Industry Co., Ltd. Recent Developments
- 10.8 Sunrise New International Group
 - 10.8.1 Sunrise New International Group Basic Information
 - 10.8.2 Sunrise New International Group Potato Noodles Product Overview
 - 10.8.3 Sunrise New International Group Potato Noodles Product Market Performance
 - 10.8.4 Sunrise New International Group Business Overview
 - 10.8.5 Sunrise New International Group Recent Developments
- 10.9 Dalian Jinbaiwei
 - 10.9.1 Dalian Jinbaiwei Basic Information
 - 10.9.2 Dalian Jinbaiwei Potato Noodles Product Overview
 - 10.9.3 Dalian Jinbaiwei Potato Noodles Product Market Performance
 - 10.9.4 Dalian Jinbaiwei Business Overview
 - 10.9.5 Dalian Jinbaiwei Recent Developments
- 10.10 ACECOOK
 - 10.10.1 ACECOOK Basic Information
 - 10.10.2 ACECOOK Potato Noodles Product Overview
 - 10.10.3 ACECOOK Potato Noodles Product Market Performance
 - 10.10.4 ACECOOK Business Overview
 - 10.10.5 ACECOOK Recent Developments
- 10.11 Longxu
 - 10.11.1 Longxu Basic Information
 - 10.11.2 Longxu Potato Noodles Product Overview
 - 10.11.3 Longxu Potato Noodles Product Market Performance
 - 10.11.4 Longxu Business Overview
 - 10.11.5 Longxu Recent Developments
- 10.12 Daikoku Foods
 - 10.12.1 Daikoku Foods Basic Information
 - 10.12.2 Daikoku Foods Potato Noodles Product Overview
 - 10.12.3 Daikoku Foods Potato Noodles Product Market Performance
 - 10.12.4 Daikoku Foods Business Overview
 - 10.12.5 Daikoku Foods Recent Developments
- 10.13 CJ CheilJedang
 - 10.13.1 CJ CheilJedang Basic Information
 - 10.13.2 CJ CheilJedang Potato Noodles Product Overview
 - 10.13.3 CJ CheilJedang Potato Noodles Product Market Performance
 - 10.13.4 CJ CheilJedang Business Overview
 - 10.13.5 CJ CheilJedang Recent Developments
- 10.14 Nongshim

- 10.14.1 Nongshim Basic Information
- 10.14.2 Nongshim Potato Noodles Product Overview
- 10.14.3 Nongshim Potato Noodles Product Market Performance
- 10.14.4 Nongshim Business Overview
- 10.14.5 Nongshim Recent Developments
- 10.15 Sempio
 - 10.15.1 Sempio Basic Information
 - 10.15.2 Sempio Potato Noodles Product Overview
 - 10.15.3 Sempio Potato Noodles Product Market Performance
 - 10.15.4 Sempio Business Overview
 - 10.15.5 Sempio Recent Developments
- 10.16 Lanzhou
 - 10.16.1 Lanzhou Basic Information
 - 10.16.2 Lanzhou Potato Noodles Product Overview
 - 10.16.3 Lanzhou Potato Noodles Product Market Performance
 - 10.16.4 Lanzhou Business Overview
 - 10.16.5 Lanzhou Recent Developments
- 10.17 Sinolux
 - 10.17.1 Sinolux Basic Information
 - 10.17.2 Sinolux Potato Noodles Product Overview
 - 10.17.3 Sinolux Potato Noodles Product Market Performance
 - 10.17.4 Sinolux Business Overview
 - 10.17.5 Sinolux Recent Developments
- 10.18 House Foods
 - 10.18.1 House Foods Basic Information
 - 10.18.2 House Foods Potato Noodles Product Overview
 - 10.18.3 House Foods Potato Noodles Product Market Performance
 - 10.18.4 House Foods Business Overview
 - 10.18.5 House Foods Recent Developments
- 10.19 Myojo Foods
 - 10.19.1 Myojo Foods Basic Information
 - 10.19.2 Myojo Foods Potato Noodles Product Overview
 - 10.19.3 Myojo Foods Potato Noodles Product Market Performance
 - 10.19.4 Myojo Foods Business Overview
 - 10.19.5 Myojo Foods Recent Developments
- 10.20 SANYO FOODS
 - 10.20.1 SANYO FOODS Basic Information
 - 10.20.2 SANYO FOODS Potato Noodles Product Overview
 - 10.20.3 SANYO FOODS Potato Noodles Product Market Performance

- 10.20.4 SANYO FOODS Business Overview
- 10.20.5 SANYO FOODS Recent Developments

11 POTATO NOODLES MARKET FORECAST BY REGION

- 11.1 Global Potato Noodles Market Size Forecast
- 11.2 Global Potato Noodles Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Potato Noodles Market Size Forecast by Country
 - 11.2.3 Asia Pacific Potato Noodles Market Size Forecast by Region
 - 11.2.4 South America Potato Noodles Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Potato Noodles by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global Potato Noodles Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Potato Noodles by Type (2026-2035)
 - 12.1.2 Global Potato Noodles Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of Potato Noodles by Type (2026-2035)
- 12.2 Global Potato Noodles Market Forecast by Application (2026-2035)
 - 12.2.1 Global Potato Noodles Sales (K MT) Forecast by Application
 - 12.2.2 Global Potato Noodles Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Potato Noodles Market Size by Type (M USD)
- Table 4. Global Potato Noodles Market Size by Application
- Table 5. Potato Noodles Market Size Comparison by Region (M USD)
- Table 6. Global Potato Noodles Sales (K MT) by Manufacturers (2020-2025)
- Table 7. Global Potato Noodles Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Potato Noodles Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Potato Noodles Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Potato Noodles as of 2025)
- Table 11. Global Market Potato Noodles Average Price (USD/KG) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Potato Noodles Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Potato Noodles Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Potato Noodles Sales by Type (K MT)
- Table 27. Global Potato Noodles Market Size by Type (M USD)
- Table 28. Global Potato Noodles Sales (K MT) by Type (2020-2025)
- Table 29. Global Potato Noodles Sales Market Share by Type (2020-2025)
- Table 30. Global Potato Noodles Market Size (M USD) by Type (2020-2025)
- Table 31. Global Potato Noodles Market Share by Type (2020-2025)

- Table 32. Global Potato Noodles Price (USD/KG) by Type (2020-2025)
- Table 33. Global Potato Noodles Sales (K MT) by Application
- Table 34. Global Potato Noodles Market Size by Application
- Table 35. Global Potato Noodles Sales by Application (2020-2025) & (K MT)
- Table 36. Global Potato Noodles Sales Market Share by Application (2020-2025)
- Table 37. Global Potato Noodles Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Potato Noodles Market Share by Application (2020-2025)
- Table 39. Global Potato Noodles Sales Growth Rate by Application (2020-2025)
- Table 40. Global Potato Noodles Sales by Region (2020-2025) & (K MT)
- Table 41. Global Potato Noodles Sales Market Share by Region (2020-2025)
- Table 42. Global Potato Noodles Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Potato Noodles Market Size by Region (2020-2025)
- Table 44. North America Potato Noodles Sales by Country (2020-2025) & (K MT)
- Table 45. North America Potato Noodles Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Potato Noodles Sales by Country (2020-2025) & (K MT)
- Table 47. Europe Potato Noodles Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Potato Noodles Sales by Region (2020-2025) & (K MT)
- Table 49. Asia Pacific Potato Noodles Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Potato Noodles Sales by Country (2020-2025) & (K MT)
- Table 51. South America Potato Noodles Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Potato Noodles Sales by Region (2020-2025) & (K MT)
- Table 53. Middle East and Africa Potato Noodles Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Potato Noodles Production (K MT) by Region(2020-2025)
- Table 55. Global Potato Noodles Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Potato Noodles Revenue Market Share by Region (2020-2025)
- Table 57. Global Potato Noodles Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 58. North America Potato Noodles Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 59. Europe Potato Noodles Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 60. Japan Potato Noodles Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 61. China Potato Noodles Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

- Table 62. Potato Powder Love Noodle Basic Information
- Table 63. Potato Powder Love Noodle Potato Noodles Product Overview
- Table 64. Potato Powder Love Noodle Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 65. Potato Powder Love Noodle Business Overview
- Table 66. Potato Powder Love Noodle SWOT Analysis
- Table 67. Potato Powder Love Noodle Recent Developments
- Table 68. McCain Foods Basic Information
- Table 69. McCain Foods Potato Noodles Product Overview
- Table 70. McCain Foods Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 71. McCain Foods Business Overview
- Table 72. McCain Foods SWOT Analysis
- Table 73. McCain Foods Recent Developments
- Table 74. Sichuan Baijia Akuan Food Industrial Basic Information
- Table 75. Sichuan Baijia Akuan Food Industrial Potato Noodles Product Overview
- Table 76. Sichuan Baijia Akuan Food Industrial Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 77. Sichuan Baijia Akuan Food Industrial Business Overview
- Table 78. Sichuan Baijia Akuan Food Industrial SWOT Analysis
- Table 79. Sichuan Baijia Akuan Food Industrial Recent Developments
- Table 80. LUTOSA Basic Information
- Table 81. LUTOSA Potato Noodles Product Overview
- Table 82. LUTOSA Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 83. LUTOSA Business Overview
- Table 84. LUTOSA Recent Developments
- Table 85. Anhui Three Brothers Potato Industry Basic Information
- Table 86. Anhui Three Brothers Potato Industry Potato Noodles Product Overview
- Table 87. Anhui Three Brothers Potato Industry Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 88. Anhui Three Brothers Potato Industry Business Overview
- Table 89. Anhui Three Brothers Potato Industry Recent Developments
- Table 90. Nissin Foods Basic Information
- Table 91. Nissin Foods Potato Noodles Product Overview
- Table 92. Nissin Foods Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 93. Nissin Foods Business Overview
- Table 94. Nissin Foods Recent Developments

- Table 95. Yichang Wudong Potato Industry Co., Ltd. Basic Information
- Table 96. Yichang Wudong Potato Industry Co., Ltd. Potato Noodles Product Overview
- Table 97. Yichang Wudong Potato Industry Co., Ltd. Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 98. Yichang Wudong Potato Industry Co., Ltd. Business Overview
- Table 99. Yichang Wudong Potato Industry Co., Ltd. Recent Developments
- Table 100. Sunrise New International Group Basic Information
- Table 101. Sunrise New International Group Potato Noodles Product Overview
- Table 102. Sunrise New International Group Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 103. Sunrise New International Group Business Overview
- Table 104. Sunrise New International Group Recent Developments
- Table 105. Dalian Jinbaiwei Basic Information
- Table 106. Dalian Jinbaiwei Potato Noodles Product Overview
- Table 107. Dalian Jinbaiwei Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 108. Dalian Jinbaiwei Business Overview
- Table 109. Dalian Jinbaiwei Recent Developments
- Table 110. ACECOOK Basic Information
- Table 111. ACECOOK Potato Noodles Product Overview
- Table 112. ACECOOK Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 113. ACECOOK Business Overview
- Table 114. ACECOOK Recent Developments
- Table 115. Longxu Basic Information
- Table 116. Longxu Potato Noodles Product Overview
- Table 117. Longxu Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 118. Longxu Business Overview
- Table 119. Longxu Recent Developments
- Table 120. Daikoku Foods Basic Information
- Table 121. Daikoku Foods Potato Noodles Product Overview
- Table 122. Daikoku Foods Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 123. Daikoku Foods Business Overview
- Table 124. Daikoku Foods Recent Developments
- Table 125. CJ CheilJedang Basic Information
- Table 126. CJ CheilJedang Potato Noodles Product Overview
- Table 127. CJ CheilJedang Potato Noodles Sales (K MT), Revenue (M USD), Price

(USD/KG) and Gross Margin (2020-2025)

Table 128. CJ CheilJedang Business Overview

Table 129. CJ CheilJedang Recent Developments

Table 130. Nongshim Basic Information

Table 131. Nongshim Potato Noodles Product Overview

Table 132. Nongshim Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 133. Nongshim Business Overview

Table 134. Nongshim Recent Developments

Table 135. Sempio Basic Information

Table 136. Sempio Potato Noodles Product Overview

Table 137. Sempio Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 138. Sempio Business Overview

Table 139. Sempio Recent Developments

Table 140. Lanzhou Basic Information

Table 141. Lanzhou Potato Noodles Product Overview

Table 142. Lanzhou Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 143. Lanzhou Business Overview

Table 144. Lanzhou Recent Developments

Table 145. Sinolux Basic Information

Table 146. Sinolux Potato Noodles Product Overview

Table 147. Sinolux Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 148. Sinolux Business Overview

Table 149. Sinolux Recent Developments

Table 150. House Foods Basic Information

Table 151. House Foods Potato Noodles Product Overview

Table 152. House Foods Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 153. House Foods Business Overview

Table 154. House Foods Recent Developments

Table 155. Myojo Foods Basic Information

Table 156. Myojo Foods Potato Noodles Product Overview

Table 157. Myojo Foods Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 158. Myojo Foods Business Overview

Table 159. Myojo Foods Recent Developments

Table 160. SANYO FOODS Basic Information

Table 161. SANYO FOODS Potato Noodles Product Overview

Table 162. SANYO FOODS Potato Noodles Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 163. SANYO FOODS Business Overview

Table 164. SANYO FOODS Recent Developments

Table 165. Global Potato Noodles Sales Forecast by Region (2026-2035) & (K MT)

Table 166. Global Potato Noodles Market Size Forecast by Region (2026-2035) & (M USD)

Table 167. North America Potato Noodles Sales Forecast by Country (2026-2035) & (K MT)

Table 168. North America Potato Noodles Market Size Forecast by Country (2026-2035) & (M USD)

Table 169. Europe Potato Noodles Sales Forecast by Country (2026-2035) & (K MT)

Table 170. Europe Potato Noodles Market Size Forecast by Country (2026-2035) & (M USD)

Table 171. Asia Pacific Potato Noodles Sales Forecast by Region (2026-2035) & (K MT)

Table 172. Asia Pacific Potato Noodles Market Size Forecast by Region (2026-2035) & (M USD)

Table 173. South America Potato Noodles Sales Forecast by Country (2026-2035) & (K MT)

Table 174. South America Potato Noodles Market Size Forecast by Country (2026-2035) & (M USD)

Table 175. Middle East and Africa Potato Noodles Sales Forecast by Country (2026-2035) & (Units)

Table 176. Middle East and Africa Potato Noodles Market Size Forecast by Country (2026-2035) & (M USD)

Table 177. Global Potato Noodles Sales Forecast by Type (2026-2035) & (K MT)

Table 178. Global Potato Noodles Market Size Forecast by Type (2026-2035) & (M USD)

Table 179. Global Potato Noodles Price Forecast by Type (2026-2035) & (USD/KG)

Table 180. Global Potato Noodles Sales (K MT) Forecast by Application (2026-2035)

Table 181. Global Potato Noodles Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Potato Noodles
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Potato Noodles Market Size (M USD), 2025-2035
- Figure 5. Global Potato Noodles Market Size (M USD) (2020-2035)
- Figure 6. Global Potato Noodles Sales (K MT) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Potato Noodles Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Potato Noodles Product Life Cycle
- Figure 13. Potato Noodles Sales Share by Manufacturers in 2025
- Figure 14. Global Potato Noodles Revenue Share by Manufacturers in 2025
- Figure 15. Potato Noodles Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Potato Noodles Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Potato Noodles Revenue in 2025
- Figure 18. Industry Chain Map of Potato Noodles
- Figure 19. Global Potato Noodles Market PEST Analysis
- Figure 20. Global Potato Noodles Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Potato Noodles Market Share by Type
- Figure 27. Sales Market Share of Potato Noodles by Type (2020-2025)
- Figure 28. Sales Market Share of Potato Noodles by Type in 2025
- Figure 29. Market Share of Potato Noodles by Type (2020-2025)
- Figure 30. Market Share of Potato Noodles by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Potato Noodles Market Share by Application

- Figure 33. Global Potato Noodles Sales Market Share by Application (2020-2025)
- Figure 34. Global Potato Noodles Sales Market Share by Application in 2025
- Figure 35. Global Potato Noodles Market Share by Application (2020-2025)
- Figure 36. Global Potato Noodles Market Share by Application in 2025
- Figure 37. Global Potato Noodles Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Potato Noodles Sales Market Share by Region (2020-2025)
- Figure 39. Global Potato Noodles Market Size by Region (2020-2025)
- Figure 40. North America Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Potato Noodles Sales Market Share by Country in 2024
- Figure 43. North America Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Potato Noodles Market Size by Country in 2024
- Figure 45. U.S. Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Potato Noodles Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Potato Noodles Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Potato Noodles Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Potato Noodles Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe Potato Noodles Sales Market Share by Country in 2024
- Figure 53. Europe Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Potato Noodles Market Size by Country in 2024
- Figure 55. Germany Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 56. Germany Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 58. France Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 60. U.K. Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 62. Italy Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 64. Spain Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Potato Noodles Sales and Growth Rate (K MT)
- Figure 66. Asia Pacific Potato Noodles Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Potato Noodles Market Size by Region in 2024

- Figure 68. China Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 69. China Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 71. Japan Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 73. South Korea Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 75. India Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 77. Southeast Asia Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Potato Noodles Sales and Growth Rate (K MT)
- Figure 79. South America Potato Noodles Sales Market Share by Country in 2024
- Figure 80. South America Potato Noodles Market Size and Growth Rate (M USD)
- Figure 81. South America Potato Noodles Market Size by Country in 2024
- Figure 82. Brazil Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 83. Brazil Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 85. Argentina Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 87. Columbia Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Potato Noodles Sales and Growth Rate (K MT)
- Figure 89. Middle East and Africa Potato Noodles Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Potato Noodles Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Potato Noodles Market Size by Region in 2024
- Figure 92. Saudi Arabia Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 93. Saudi Arabia Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 95. UAE Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)
- Figure 97. Egypt Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Potato Noodles Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Potato Noodles Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Potato Noodles Production Market Share by Region (2020-2025)

Figure 103. North America Potato Noodles Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Potato Noodles Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Potato Noodles Production (K MT) Growth Rate (2020-2025)

Figure 106. China Potato Noodles Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Potato Noodles Sales Forecast by Volume (2020-2035) & (K MT)

Figure 108. Global Potato Noodles Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Potato Noodles Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Potato Noodles Market Share Forecast by Type (2026-2035)

Figure 111. Global Potato Noodles Sales Forecast by Application (2026-2035)

Figure 112. Global Potato Noodles Market Share Forecast by Application (2026-2035)

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