

# Global Potato Flake Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Potato Flake market size was valued at USD 904.1 million in 2023 and is forecast to a readjusted size of USD 1362.1 million by 2030 with a CAGR of 6.0% during review period.

Potato flakes are flat chunks of dehydrated mashed potato. These flakes are the main ingredient in pre-mashed potato sold in food stores, in commercially available products, like instant mashed potatoes, croquettes, pasta and fabricated snacks.

On the basis of product type, Standard Potato Flakes represent the largest share of the worldwide Potato Flakes market, with 62.07% share. In the applications, Snacks segment is estimated to be the largest end-use industry segment of the market in 2019, with 39.90% share of global market. PepsiCo occupies most of the world's Potato Flake market, with the market share of 25.70%. Europe holds the major share in the global market, with a share of 44.22%.

The Global Info Research report includes an overview of the development of the Potato Flake industry chain, the market status of Snacks (Standard Potato Flakes, Low Leach Potato Flakes), Soups and Sauces (Standard Potato Flakes, Low Leach Potato Flakes), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Potato Flake.

Regionally, the report analyzes the Potato Flake markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Potato Flake market, with robust domestic demand, supportive policies, and a strong manufacturing base.

## Key Features:

The report presents comprehensive understanding of the Potato Flake market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Potato Flake industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (MT), revenue generated, and market share of different by Type (e.g., Standard Potato Flakes, Low Leach Potato Flakes).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Potato Flake market.

**Regional Analysis:** The report involves examining the Potato Flake market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Potato Flake market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Potato Flake:

**Company Analysis:** Report covers individual Potato Flake manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Potato Flake This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Snacks, Soups and Sauces).

**Technology Analysis:** Report covers specific technologies relevant to Potato Flake. It assesses the current state, advancements, and potential future developments in Potato Flake areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Potato Flake market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Potato Flake market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Standard Potato Flakes

Low Leach Potato Flakes

#### Market segment by Application

Snacks

Soups and Sauces

Bakery Products

Other

#### Major players covered

PepsiCo

Lutosa (McCain)

Lamb Weston

Aviko Rixona

Dali Group

Mydibel

Orion Confectionery

Oishi

Goodrich Cereals

Bob's Red Mill

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Potato Flake product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Potato Flake, with price, sales, revenue and global market share of Potato Flake from 2019 to 2024.

Chapter 3, the Potato Flake competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Potato Flake breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Potato Flake market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Potato Flake.

Chapter 14 and 15, to describe Potato Flake sales channel, distributors, customers, research findings and conclusion.

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