

# Frozen Finger Chips (Frozen French Fries) Market Report by End Use (Food Services, Retail), and Region 2024-2032

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## Abstracts

The global frozen finger chips (frozen French fries) market size reached US\$ 23.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 29.9 Billion by 2032, exhibiting a growth rate (CAGR) of 2.4% during 2024-2032. The rising consumer preference for convenience and quick meal solutions, rapid expansion of fast-food chains, and emerging trend of at-home dining and snacking are some of the major factors propelling the market.

Frozen finger chips, also known as frozen French fries, are pre-cut and par-cooked potato slices that undergo a freezing process to maintain their texture and flavor. These ready-to-cook frozen products offer convenience to consumers by eliminating the need for peeling, cutting, and par-cooking raw potatoes. Frozen finger chips are a versatile and popular food item, commonly used as a side dish, snack, or ingredient in various dishes. The freezing process preserves their quality, allowing for longer shelf life and ease of storage. Widely available in supermarkets and foodservice outlets, frozen finger chips offer a quick and hassle-free solution for preparing crispy and delicious French fries at home or in commercial settings.

The rising demand for frozen finger chips as they offer a quick and hassle-free way to enjoy a popular snack or side dish due to the growing consumer inclination towards convenient and time-saving meal options represents the primary factor driving market growth. Moreover, the rapid expansion of fast-food chains and the increasing consumption of fast-food items, where frozen French fries are a staple, are propelling market growth. Additionally, the rising trend of at-home dining and snacking, accelerated by lifestyle changes and the pandemic, has accelerated the adoption of frozen finger chips as an appetizing and easy-to-prepare choice. Apart from this, the

versatile adaptability of frozen finger chips as an ingredient in various recipes has augmented its demand. Moreover, numerous advancements in freezing technologies and packaging techniques that ensure the preservation of texture and taste, enhancing the quality of the end product, is another major growth-inducing factor.

#### Frozen Finger Chips (Frozen French Fries) Market Trends/Drivers:

##### Changing consumer preferences

The frozen finger chips (frozen french fries) market experiences a robust drive from evolving consumer preferences as contemporary consumers seek convenience in their fast-paced lives, thereby augmenting the demand for quick, ready-to-eat food solutions like frozen finger chips has surged. These frozen delights offer an effortless meal option, requiring minimal preparation time while maintaining consistent taste and quality. This alignment with modern lifestyles positions frozen finger chips as a favored choice for individuals and households with time constraints. The convenience factor, coupled with the appeal of a classic comfort food, has led to a substantial market demand for frozen finger chips.

##### Significant expansion of fast-food chains

A pivotal driver behind the growth of the frozen finger chips market is the global proliferation of fast-food chains as these international food establishments that have integrated frozen finger chips as a staple item on their menus, driving consistent demand and consumption. Moreover, the rising popularity of fast-food culture and the familiarity of frozen finger chips have created a symbiotic relationship between the market and these chains, thereby driving market growth. As a result, suppliers and manufacturers in the industry experience sustained business opportunities, capitalizing on the continuous need for frozen finger chips in the menus of renowned fast-food establishments, propelling market growth.

##### Rapid urbanization and busy lifestyles

Urbanization and the resulting acceleration of busy lifestyles have catalyzed the demand for convenient food solutions, positioning frozen finger chips as a dominant player in the market. Moreover, the rising time limitations among urban population and the desire for hassle-free meal preparations align perfectly with the attributes of frozen finger chips, thereby propelling market growth. These frozen delicacies provide a delectable option that requires minimal effort, addressing the culinary needs of individuals residing in urban areas. Furthermore, the rapid expansion of urban

populations, particularly in emerging economies, further fuels the market growth as consumers increasingly seek time-efficient yet satisfying food alternatives.

#### Frozen Finger Chips (Frozen French Fries) Industry Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global frozen finger chips (frozen French fries) market report, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on end use.

#### Breakup by End Use:

Food Services

Retail

Food services represent the largest end use segment

The report has provided a detailed breakup and analysis of the market based on the end use. This includes food services, and retail. According to the report, food services represented the largest segment.

Food services, encompassing restaurants, cafes, fast-food chains, and catering establishments, represent a crucial end-use segment that significantly propels the frozen finger chips (frozen French fries) market. The demand from food service providers is driven by several factors. Moreover, the widespread popularity of frozen finger chips as a versatile and convenient side dish or snack option complements the diverse menus of these establishments. Apart from this, the rapid expansion of global fast-food chains and the evolving preferences of consumers who seek quick yet satisfying meal options have augmented product demand.

Moreover, the cost-effectiveness and consistency in quality of frozen finger chips align with the operational efficiency requirements of food service providers. The ease of preparation and reduced cooking time also streamline the kitchen processes, making frozen finger chips an attractive choice.

#### Breakup by Region:

Europe

North America

Asia Pacific

Latin America

Middle East and Africa

Europe exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include Europe, North America, Asia Pacific, Latin America, and Middle East and Africa. According to the report, Europe accounted for the largest market share.

Europe held the biggest share in the frozen finger chips (frozen French fries) market due to its established food culture and high consumption of fast food and convenience items that has augmented the demand for frozen finger chips. Additionally, the presence of renowned fast-food chains across Europe further stimulates market growth by integrating frozen finger chips as a staple item on their menus.

Moreover, the growing trend of in-home dining, particularly in urban areas, fuels retail sales of frozen finger chips, catering to consumers seeking quick and hassle-free meal solutions. Furthermore, Europe's stringent quality and safety regulations positively impact consumer trust, supporting the market growth. Apart from this, the rising emphasis on diverse flavors, premium varieties, and healthier options that aligns with European consumers' evolving preferences, fostering innovation and attracting a broader customer base, thereby driving market growth.

#### Competitive Landscape:

The market is experiencing steady growth as key players are introducing innovative advancements to cater to evolving consumer preferences. They are incorporating cutting-edge air frying technology, which enhances product healthiness by minimizing oil content while maintaining the desired taste and texture. Premium offerings have also emerged, featuring distinctive flavor profiles like exotic seasoning blends and gourmet dipping sauces, appealing to consumers seeking unique culinary experiences. Sustainability has become a key focus, with industry leaders emphasizing environmentally conscious sourcing practices, aligning with growing consumer concerns about responsible food production. Furthermore, packaging innovations using resealable and eco-friendly materials aim to extend shelf life while minimizing environmental impact. These innovations collectively showcase the industry's commitment to delivering convenient, flavorful, and health-conscious frozen finger chips to a discerning customer base.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

McCain Foods Limited

J.R. Simplot Food Group

Lamb Weston Holdings, Inc.

Aviko B.V.

Farm Frites International B.V.

Recent Developments:

In June 2022, McCain Foods Limited, a prominent player in the food industry, established a new Farm of Future Africa. This initiative comes at a pivotal moment in the global food chain, highlighting McCain's commitment to sustainable and forward-looking practices. The launch of the Farm of Future Africa underscores McCain's proactive approach in addressing the challenges and opportunities faced by the food industry. By positioning itself at this "critical juncture," McCain aims to contribute to the advancement of agricultural practices, resource optimization, and food security in the region.

In February 2022, Simplot, a global leader in the agribusiness and frozen food industry, acquired an Eastern Oregon processing facility. This acquisition marks a significant development in Simplot's growth strategy and enhances its position in the market. The Eastern Oregon processing facility's addition to Simplot's portfolio amplifies the company's production capacity and reinforces its commitment to innovation and quality. In July 2022, Lamb Weston Holdings announced \$415 million investment in a new French fry processing line in American Falls, Idaho. Lamb Weston Holdings' dedication to rewarding its shareholders is evident with the declaration of a quarterly dividend, showcasing a balanced approach to growth and value distribution within the frozen food sector.

### Key Questions Answered in This Report

1. What is the market size for the global frozen finger chips (frozen French fries) market?
2. What is the global frozen finger chips (frozen French fries) market growth?
3. What are the global frozen finger chips (frozen French fries) market drivers?
4. What are the key industry trends in the global frozen finger chips (frozen French fries) market?
5. What is the impact of COVID-19 on the global frozen finger chips (frozen French fries) market?

6. What is the global frozen finger chips (frozen French fries) market breakup by end use?
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