

Indian Frozen Potato Products Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/IF4CE93B8BCEN.html>

Date: June 2023

Pages: 129

Price: US\$ 2,299.00 (Single User License)

ID: IF4CE93B8BCEN

Abstracts

Market Overview:

The Indian frozen potato products market size reached US\$ 1.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 2.8 Billion by 2028, exhibiting a growth rate (CAGR) of 12.16% during 2023-2028.

Potato is one of the most produced and consumed crops in India and forms an important part of the regular diet. It is consumed in the form of different snack foods as well as elaborate dishes. Some of the most popular potato snacks include wedges, fries, patties, etc. In recent years, the demand for frozen potato products in India has increased on account of their introduction by various national and multinational companies. Additionally, frozen potato products have rapidly gained prominence in the country as they are convenient to cook and come in a large variety of flavours and shapes.

The biggest factor catalysing the growth of the frozen potato products market is the expansion of fast food service restaurants, such as Subway, McDonald's, Burger King, KFC, etc., in the country. Moreover, introduction of new product variants with different flavours have attracted a larger consumer-base for frozen potato products, in turn, boosting the growth of the market. Busy lifestyles, inflating income levels and high purchasing power of the consumers in the region have further created a shift towards easy-to-cook frozen food products, thereby maintaining the growth prospects of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Indian frozen potato products market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on product type, end-use, and distribution channel.

Breakup by Product Type:

- French Fries
- Tikkis
- Potato Wedges
- Potato Bites
- Smileys
- Others

Based on the product type, the market has been segmented as french fries, tikkis, potato wedges, potato bites, smileys and others. Currently, french fries dominate the market, holding the largest share.

Breakup by End-Use:

- Food Services
- Retail

On the basis of end-use, food service represents the largest segment, accounting for around two-thirds of the total market share. This can be attributed to the increasing number of fast food chains in the country.

Breakup by Distribution Channel:

- Business to Business
- Supermarkets and Hypermarkets
- Convenience Stores
- Departmental Stores
- Online
- Others

Based on the distribution channel, the report has segregated the market into business-to-business, supermarkets & hypermarkets, convenience stores, departmental stores,

online and others.

Regional Insights:

North India

Central and West India

South India

East India

Region-wise, the market has been segmented into North India, West and Central India, South India, and East India. Amongst these, North India holds the majority of the total share, representing the biggest market.

Competitive Landscape:

The competitive landscape of the market has also been examined with some of the key players being McCain Foods (India) Private Ltd., Hyfun Frozen Foods Private Ltd., Iscon Balaji Foods Private Limited, Golden Fries Limited and Bhanu Farms.

This report provides a deep insight into the Indian frozen potato products industry covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. The report also provides a comprehensive analysis for setting up a frozen potato products manufacturing plant. The study analyses the processing and manufacturing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Indian frozen potato products industry in any manner.

Key Questions Answered in This Report:

How has the Indian frozen potato products market performed so far and how will it perform in the coming years?

What are the key regional markets in the Indian frozen potato products industry?

What has been the impact of COVID-19 on the Indian frozen potato products market?

What are the key end-use segments in the Indian frozen potato products industry?

What are the key product types in the Indian frozen potato products industry?

What are the major distribution channels in the Indian frozen potato products industry?

What are the various stages in the value chain of the Indian frozen potato products industry?

What are the key driving factors and challenges in the Indian frozen potato products industry?

What is the structure of the Indian frozen potato products industry and who are the key players?

What is the degree of competition in the Indian frozen potato products industry?

What are the profit margins in the Indian frozen potato products industry?

What are the key requirements for setting up a frozen potato products manufacturing plant?

How are frozen potato products manufactured?

What are the various unit operations involved in a frozen potato products manufacturing plant?

What is the total size of land required for setting up a frozen potato products manufacturing plant?

What are the machinery requirements for setting up a frozen potato products manufacturing plant?

What are the raw material requirements for setting up a frozen potato products manufacturing plant?

What are the packaging requirements for frozen potato products?

What are the transportation requirements for frozen potato products?

What are the utility requirements for setting up a frozen potato products manufacturing plant?

What are the manpower requirements for setting up a frozen potato products manufacturing plant?

What are the infrastructure costs for setting up a frozen potato products manufacturing plant?

What are the capital costs for setting up a frozen potato products manufacturing plant?

What are the operating costs for setting up a frozen potato products manufacturing plant?

What will be the income and expenditures for a frozen potato products manufacturing plant?

What is the time required to break-even?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 INDIAN FROZEN POTATO PRODUCTS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
 - 5.2.1 Volume Trends
 - 5.2.2 Value Trends
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by End-Use
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Breakup by Region
- 5.8 Price Analysis
 - 5.8.1 Key Price Indicators
 - 5.8.2 Price Structure
 - 5.8.3 Price Trends
- 5.9 Market Forecast

5.10 SWOT Analysis

5.10.1 Overview

5.10.2 Strengths

5.10.3 Weakness

5.10.4 Opportunities

5.10.5 Threats

5.11 Value Chain Analysis

5.11.1 Overview

5.11.2 Raw Material Procurement

5.11.3 Manufacturing

5.11.4 Marketing

5.11.5 Distribution

5.11.6 Exports

5.11.7 End-Use

5.12 Porter's Five Forces Analysis

5.12.1 Overview

5.12.2 Bargaining Power of Buyers

5.12.3 Bargaining Power of Suppliers

5.12.4 Degree of Rivalry

5.12.5 Threat of New Entrants

5.12.6 Threat of Substitutes

6 MARKET BREAKUP BY PRODUCT TYPE

6.1 French Fries

6.1.1 Market Trends

6.1.2 Market Forecast

6.2 Tikkis

6.2.1 Market Trends

6.2.2 Market Forecast

6.3 Potato Wedges

6.3.1 Market Trends

6.3.2 Market Forecast

6.4 Potato Bites

6.4.1 Market Trends

6.4.2 Market Forecast

6.5 Smileys

6.5.1 Market Trends

6.5.2 Market Forecast

6.6 Others

6.6.1 Market Trends

6.6.2 Market Forecast

7 MARKET BREAKUP BY END-USE

7.1 Food Services

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Retail

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Business to Business

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Supermarkets and Hypermarkets

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Convenience Stores

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Departmental Stores

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Online

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 Others

8.6.1 Market Trends

8.6.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North India

9.1.1 Market Performance

9.1.2 Breakup by State

- 9.1.3 Market Forecast
- 9.2 Central and West India
 - 9.2.1 Market Performance
 - 9.2.2 Breakup by State
 - 9.2.3 Market Forecast
- 9.3 South India
 - 9.3.1 Market Performance
 - 9.3.2 Breakup by State
 - 9.3.3 Market Forecast
- 9.4 East India
 - 9.4.1 Market Performance
 - 9.4.2 Breakup by State
 - 9.4.3 Market Forecast

10 IMPORTS AND EXPORTS

- 10.1 Imports by Major Countries
- 10.2 Exports by Major Countries

11 COMPETITIVE LANDSCAPE

- 11.1 Market Structure
- 11.2 Share of Key Players
- 11.3 Key Players Profiles
 - 11.3.1 McCain Foods (India) Private Ltd.
 - 11.3.2 Hyfun Frozen Foods Private Ltd.
 - 11.3.3 Iscon Balaji Foods Private Limited
 - 11.3.4 Golden Fries Limited
 - 11.3.5 Bhanu Farms Limited

12 FROZEN FRENCH FRIES MANUFACTURING PROCESS

- 12.1 Product Overview
- 12.2 Detailed Process Flow
- 12.3 Various Types of Unit Operations Involved
- 12.4 Mass Balance and Raw Material Requirements

13 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

- 13.1 Land Requirements and Expenditures
- 13.2 Construction Requirements and Expenditures
- 13.3 Plant Machinery
- 13.4 Machinery Pictures
- 13.5 Raw Material Requirements and Expenditures
- 13.6 Raw Material and Final Product Pictures
- 13.7 Packaging Requirements and Expenditures
- 13.8 Transportation Requirements and Expenditures
- 13.9 Utility Requirements and Expenditures
- 13.10 Manpower Requirements and Expenditures
- 13.11 Other Capital Investments

14 LOANS AND FINANCIAL ASSISTANCE

15 PROJECT ECONOMICS

- 15.1 Capital Cost of the Project
- 15.2 Techno-Economic Parameters
- 15.3 Product Pricing and Margin Across the Various Levels of the Supply Chain
- 15.4 Taxation and Depreciation
- 15.5 Income Projections
- 15.6 Expenditure Projections
- 15.7 Financial Analysis
- 15.8 Profit Analysis

List Of Tables

LIST OF TABLES

- Table 1: India: Frozen Potato Products Market: Key Industry Highlights, 2022 and 2028
- Table 2: India: Frozen Potato Products Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028
- Table 3: India: Frozen Potato Products Market Forecast: Breakup by End-Use (in Million US\$), 2023-2028
- Table 4: India: Frozen Potato Products Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028
- Table 5: India: Frozen Potato Products Market Forecast: Breakup by Region (in Million US\$), 2023-2028
- Table 6: India: Frozen Potato Products Market: Import Data by Country, 2021
- Table 7: India: Processed Potato Products Market: Export Data by Country, 2021
- Table 8: India: Frozen Potato Products Market: Competitive Structure
- Table 9: India: Frozen Potato Products Market: Key Players
- Table 10: Nutritional Information (Per 100g of frozen french fries)
- Table 11: Frozen French Fries Manufacturing Plant: Raw Material Requirements (in Tons/Day)
- Table 12: Frozen French Fries Manufacturing Plant: Costs Related to Land and Site Development (in US\$)
- Table 13: Frozen French Fries Manufacturing Plant: Costs Related to Civil Works (in US\$)
- Table 14: Frozen French Fries Manufacturing Plant: Costs Related to Machinery Unit (in US\$)
- Table 15: Frozen French Fries Manufacturing Plant: Raw Material Requirements (in Ton/Day) and Expenditure (US\$/Ton)
- Table 16: Frozen French Fries Manufacturing Plant: Utilities Requirements and Expenditures (in US\$)
- Table 17: Frozen French Fries Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)
- Table 18: Frozen French Fries Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)
- Table 19: Details of Financial Assistance Offered by Financial Institutions
- Table 20: Frozen French Fries Manufacturing Plant: Capital Costs (in US\$)
- Table 21: Frozen French Fries Manufacturing Plant: Techno-Economic Parameters
- Table 22: Frozen French Fries Manufacturing Plant: Taxation (in US\$)
- Table 23: Frozen French Fries Manufacturing Plant: Depreciation (in US\$)

Table 24: Frozen French Fries Manufacturing Plant: Income Projections (in US\$)

Table 25: Frozen French Fries Manufacturing Plant: Expenditure Projections (in US\$)

Table 26: Frozen French Fries Manufacturing Plant: Cash Flow Analysis Without
Considering the Income Tax Liability (in US\$)

Table 27: Frozen French Fries Manufacturing Plant: Cash Flow Analysis on Considering
the Income Tax Liability (in US\$)

Table 28: Frozen French Fries Manufacturing Plant: Profit and Loss Account (in US\$)

List Of Figures

LIST OF FIGURES

Figure 1: India: Frozen Potato Products Market: Major Drivers and Challenges

Figure 2: India: Frozen Potato Products Market: Sales Volume (in '000 Tons), 2017-2022

Figure 3: India: Frozen Potato Products Market: Sales Value (in Billion US\$), 2017-2022

Figure 4: India: Frozen Potato Products Market: Breakup by Product Type (in %), 2022

Figure 5: India: Frozen Potato Products Market: Breakup by End-Use (in %), 2022

Figure 6: India: Frozen Potato Products Market: Breakup by Distribution Channel (in %), 2022

Figure 7: India: Frozen Potato Products Market: Breakup by Region (in %), 2022

Figure 8: India: Frozen French Fries Manufacturing: Price Structure

Figure 9: India: Frozen Potato Products Market: Average Prices (in US\$/Kg), 2017-2022

Figure 10: India: Frozen Potato Products Market Forecast: Average Prices (in US\$/Kg), 2023-2028

Figure 11: India: Frozen Potato Products Market Forecast: Sales Volume (in '000 Tons), 2023-2028

Figure 12: India: Frozen Potato Products Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 13: India: Frozen Potato Products Industry: SWOT Analysis

Figure 14: India: Frozen French Fries Industry: Value Chain Analysis

Figure 15: India: Frozen Potato Products Industry: Porter's Five Forces Analysis

Figure 16: India: Frozen Potato Products (French Fries) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: India: Frozen Potato Products (French Fries) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: India: Frozen Potato Products (Tikki) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: India: Frozen Potato Products (Tikki) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: India: Frozen Potato Products (Potato Wedges) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: India: Frozen Potato Products (Potato Wedges) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: India: Frozen Potato Products (Potato Bites) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: India: Frozen Potato Products (Potato Bites) Market Forecast: Sales Value

(in Million US\$), 2023-2028

Figure 24: India: Frozen Potato Products (Smileys) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: India: Frozen Potato Products (Smileys) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: India: Frozen Potato Products (Other Product Types) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: India: Frozen Potato Products (Other Product Types) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: India: Frozen Potato Products (End-Use in Food Services Sector) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: India: Frozen Potato Products (End-Use in Food Services Sector) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: India: Frozen Potato Products (End-Use in Retail Sector) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: India: Frozen Potato Products (End-Use in Retail Sector) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: India: Frozen Potato Products Market: Sales through Business to Business (in Million US\$), 2017 & 2022

Figure 33: India: Frozen Potato Products Market Forecast: Sales through Business to Business (in Million US\$), 2023-2028

Figure 34: India: Frozen Potato Products Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2017 & 2022

Figure 35: India: Frozen Potato Products Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028

Figure 36: India: Frozen Potato Products Market: Sales through Convenience Stores (in Million US\$), 2017 & 2022

Figure 37: India: Frozen Potato Products Market Forecast: Sales through Convenience Stores (in Million US\$), 2023-2028

Figure 38: India: Frozen Potato Products Market: Sales through Departmental Stores (in Million US\$), 2017 & 2022

Figure 39: India: Frozen Potato Products Market Forecast: Sales through Departmental Stores (in Million US\$), 2023-2028

Figure 40: India: Frozen Potato Products Market: Online Sales (in Million US\$), 2017 & 2022

Figure 41: India: Frozen Potato Products Market Forecast: Online Sales (in Million US\$), 2023-2028

Figure 42: India: Frozen Potato Products Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 43: India: Frozen Potato Products Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 44: North India: Frozen Potato Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: North India: Frozen Potato Products Market: Breakup by States (in %), 2022

Figure 46: North India: Frozen Potato Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Central and West India: Frozen Potato Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Central and West India: Frozen Potato Products Market: Breakup by States (in %), 2022

Figure 49: Central and West India: Frozen Potato Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: South India: Frozen Potato Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: South India: Frozen Potato Products Market: Breakup by States (in %), 2022

Figure 52: South India: Frozen Potato Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: East India: Frozen Potato Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: East India: Frozen Potato Products Market: Breakup by States (in %), 2022

Figure 55: East India: Frozen Potato Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: India: Frozen Potato Products Market: Import Volume Breakup by Country (in %), 2021

Figure 57: India: Frozen Potato Products Market: Export Volume Breakup by Country (in %), 2021

Figure 58: India: Frozen Potato Products Market: Breakup by Key Players (in %), 2022

Figure 59: Frozen French Fries Manufacturing Plant: Detailed Process Flow

Figure 60: Frozen French Fries Manufacturing Process: Conversion Rate of Feedstocks

Figure 61: Frozen French Fries Manufacturing Plant: Breakup of Capital Costs

Figure 62: Frozen French Fries Industry: Profit Margins at Various Levels of Supply Chain

Figure 63: Frozen French Fries Manufacturing Plant: Breakup of Operational Costs (in %)

?

I would like to order

Product name: Indian Frozen Potato Products Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/IF4CE93B8BCEN.html>

Price: US\$ 2,299.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IF4CE93B8BCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

