

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

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## 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?

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