

Asia-Pacific Frozen Potato Market (2016 - 2022)

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Abstracts

Potato crops are one of the most consumable diets after maize, wheat and rice. Frozen potato based products are used in almost every part of the world in restaurants, fast food outlets, small & large scale stores and others. The different process involved in the manufacturing of the products are washing, stone removing process, peeling, cutting in different sizes & shapes (as per the product's requirement), blanching, drying, and then deep freezing. Some products require additional preparatory methods depending on their formula.

Emerging economies in Asian region have also contributed in the growth of frozen potato market. China is the largest producer of potato. Moreover, Food outlets have expanded their selling and distribution in frozen French fries, especially in Asian regions. In-N-Out French, Wendy, Sonic, Hardee's & Carl's Jr., Popeyes, Burger King and others are some of the leading food chains stores dealing in frozen food. In coming years, more food chains are expected to meet Asian region due to the largest population count in countries like India and China. Hence, increase in the number of food chains would ultimately help in the growth of frozen potato market.

Rapid urbanization and increase in disposable income of the consumers have also driven the growth of frozen potato market. Changes such as income level, small family, busy life, increase in the number of working women, and most important shift towards rural to urban areas have resulted in the growing demand for easy to cook food. Additionally, increase in purchasing power of consumers in middle and lower level countries have also supported the growing demand of frozen potato products.

The Frozen Potato Market has been segmented on the basis of product, end-user, and country. Based on product, the market is segmented into French Fries, Hash Brown, Shapes, Mashed, Battered/Cooked, Sweet Potatoes/Yam, Twice Baked, Topped/Stuffed, and Others. Based on End-user, the market is segmented into

Residential and Commercial.

Based on country, the market is segmented into China, Japan, India, South Korea, Singapore, Australia, and Rest of Asia-Pacific.

The key players operating in the frozen potato market are McCain Foods Limited, J.R. Simplot Company, Lamb Weston, Agrarfrost Holding GmbH & Co. KG, Agristo, Bart's Potato Company, Himalya International, and Koninklijk Coöperatie Cosun U.A (Royal Cosun).

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