

Europe Frozen Potato Market (2016 - 2022)

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Abstracts

Frozen potato based products are used in almost every part of the world in restaurants, fast food outlets, small & large scale stores and others. Different types of frozen products have gained lot of popularity among all the ages. However, the majority of end users are the young ones owing to huge attraction of fast foods by them.

French fries are one of the most selling frozen potato products. Recently, Key technology won \$9 million contract to equip a new production line at Lutosa (subsidiary of McCain Food Limited) frozen potato products plant located in Leuze-en-Hainaut, Belgium. Additionally, new startup companies are also introducing their stores, globally. For instance, Strong Roots (Irish frozen food firm) is all set to open 200 Waitrose stores in the UK. The company has two main most selling products Quinoa Burgers and Oven Baked Sweet Potato Fries & Kale. More companies are expected to come in the recent years.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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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