

# Latin America, Middle East & Africa Frozen Potato Market (2016 - 2022)

<https://marketpublishers.com/r/L8C04AA3F1EEN.html>

Date: May 2017

Pages: 56

Price: US\$ 1,500.00 (Single User License)

ID: L8C04AA3F1EEN

## Abstracts

Frozen potato is one of the processed forms of potato which is included in varieties of products in the market. French fries, potato flakes, wedges are some of the frozen potato types. Potatoes are stored in extremely low temperature for the preservation and protection of the food. Frozen potato has gained a lot of attention in recent years. Introduction of new flavors and products have contributed to its rising demand. Manufactures have introduced differentiated products to remain competitive and garner better market share.

Freezing is one of the widely used methods for preserving food. Refrigerated food products have gained demand due to change in lifestyle. Growth of advanced technology in refrigeration systems has increased the life of frozen products. Companies like General Electric has developed leap in home refrigeration technology. The technology uses no refrigerants or compressors and is 20% more efficient than what is used today. Additionally, growing awareness for energy efficient products is adding more value to the rising demand of frozen potato market.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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).

## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Latin America, Middle East and Africa Frozen Potato Market, by End-user
  - 1.4.2 Latin America, Middle East and Africa Frozen Potato Market, by Product Type
  - 1.4.3 Latin America, Middle East and Africa Frozen Potato Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. EXECUTIVE SUMMARY**

### **CHAPTER 3. MARKET OVERVIEW**

- 3.1 Introduction
- 3.2 Drivers, Restraints and Opportunities
  - 3.2.1 Market Drivers
  - 3.2.2 Market Restraints

### **CHAPTER 4. LAMEA FROZEN POTATO MARKET**

- 4.1 Introduction
  - 4.1.1 LAMEA Frozen Potato Market by End User
  - 4.1.2 LAMEA Frozen Potato Commercial Market by Country
  - 4.1.3 LAMEA Frozen Potato Residential Market by Country

### **CHAPTER 5. LAMEA FROZEN POTATO MARKET BY PRODUCT TYPE**

- 5.1 Introduction
  - 5.1.1 LAMEA French Fries Frozen Potato Market by Country
  - 5.1.2 LAMEA Hash Brown Frozen Potato Market by Country
  - 5.1.3 LAMEA Shapes Frozen Potato Market by Country
  - 5.1.4 LAMEA Mashed Frozen Potato Market by Country
  - 5.1.5 LAMEA Sweet Potatoes/Yam Frozen Potato Market by Country
  - 5.1.6 LAMEA Battered/ Cooked Frozen Potato Market by Country
  - 5.1.7 LAMEA Twice Baked Frozen Potato Market by Country

- 5.1.8 LAMEA Topped/ Stuffed Frozen Potato Market by Country
- 5.1.9 LAMEA Frozen Potato in Other Product Type Market by Country

## **CHAPTER 6. LAMEA FROZEN POTATO MARKET BY COUNTRY**

- 6.1 Introduction
- 6.2 Brazil Frozen Potato Market
  - 6.2.1 Brazil Frozen Potato Market by End User Type
  - 6.2.2 Brazil Frozen Potato Market by Product Type
- 6.3 Argentina Frozen Potato Market
  - 6.3.1 Argentina Frozen Potato Market by End User Type
  - 6.3.2 Argentina Frozen Potato Market by Product Type
- 6.4 UAE Frozen Potato Market
  - 6.4.1 UAE Frozen Potato Market by End User Type
  - 6.4.2 UAE Frozen Potato Market by Product Type
- 6.5 Saudi Arabia Frozen Potato Market
  - 6.5.1 Saudi Arabia Frozen Potato Market by End User Type
  - 6.5.2 Saudi Arabia Frozen Potato Market by Product Type
- 6.6 South Africa Frozen Potato Market
  - 6.6.1 South Africa Frozen Potato Market by End User Type
  - 6.6.2 South Africa Frozen Potato Market by Product Type
- 6.7 Nigeria Frozen Potato Market
  - 6.7.1 Nigeria Frozen Potato Market by End User Type
  - 6.7.2 Nigeria Frozen Potato Market by Product Type
- 6.8 Rest of LAMEA Frozen Potato Market
  - 6.8.1 Rest of LAMEA Frozen Potato Market by End User Type
  - 6.8.2 Rest of LAMEA Frozen Potato Market by Product Type

## **CHAPTER 7. COMPANY PROFILES**

- 7.1 Himalya International Ltd.
  - 7.1.1 Company Overview
  - 7.1.2 Financial Analysis
  - 7.1.3 Regional Analysis
- 7.2 Coöperatie Koninklijke Cosun U.A.
  - 7.2.1 Company Overview
  - 7.2.2 Financial Analysis
- 7.3 McCain Foods Limited
  - 7.3.1 Company Overview

#### 7.4 J.R. Simplot Company

##### 7.4.1 Company Overview

#### 7.5 Lamb Weston

##### 7.5.1 Company Overview

#### 7.6 Agrarfrost Holding GmbH & Co. KG

##### 7.6.1 Company Overview

#### 7.7 Agristo NV

##### 7.7.1 Company Overview

#### 7.8 Bart's Potato Company

##### 7.8.1 Company Overview

## List Of Tables

### LIST OF TABLES

Table 1 LAMEA FROZEN POTATO MARKET, 2012 - 2015, USD MILLION

Table 2 LAMEA FROZEN POTATO MARKET, 2016 - 2022, USD MILLION

Table 3 LAMEA FROZEN POTATO MARKET BY END USER, 2012 - 2015, USD MILLION

Table 4 LAMEA FROZEN POTATO MARKET BY END USER, 2016 - 2022, USD MILLION

Table 5 LAMEA FROZEN POTATO COMMERCIAL MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 6 LAMEA FROZEN POTATO COMMERCIAL MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 7 LAMEA FROZEN POTATO RESIDENTIAL MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 8 LAMEA FROZEN POTATO RESIDENTIAL MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 9 LAMEA FROZEN POTATO MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 10 LAMEA FROZEN POTATO MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 11 LAMEA FRENCH FRIES FROZEN POTATO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 12 LAMEA FRENCH FRIES FROZEN POTATO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 13 LAMEA HASH BROWN FROZEN POTATO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 14 LAMEA HASH BROWN FROZEN POTATO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 15 LAMEA SHAPES FROZEN POTATO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 16 LAMEA SHAPES FROZEN POTATO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 17 LAMEA MASHED FROZEN POTATO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 18 LAMEA MASHED FROZEN POTATO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 19 LAMEA SWEET POTATOES/YAM FROZEN POTATO MARKET BY

COUNTRY, 2012 - 2015, USD MILLION

Table 20 LAMEA SWEET POTATOES/YAM FROZEN POTATO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 21 LAMEA BATTERED/ COOKED FROZEN POTATO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 22 LAMEA BATTERED/ COOKED FROZEN POTATO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 23 LAMEA TWICE BAKED FROZEN POTATO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 24 LAMEA TWICE BAKED FROZEN POTATO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 25 LAMEA TOPPED/ STUFFED FROZEN POTATO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 26 LAMEA TOPPED/ STUFFED FROZEN POTATO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 27 LAMEA FROZEN POTATO IN OTHER PRODUCT TYPE MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 28 LAMEA FROZEN POTATO IN OTHER PRODUCT TYPE MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 29 LAMEA FROZEN POTATO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 30 LAMEA FROZEN POTATO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 31 BRAZIL FROZEN POTATO MARKET, 2012 - 2015, USD MILLION

Table 32 BRAZIL FROZEN POTATO MARKET, 2016 - 2022, USD MILLION

Table 33 BRAZIL FROZEN POTATO MARKET BY END USER TYPE, 2012 - 2015, USD MILLION

Table 34 BRAZIL FROZEN POTATO MARKET BY END USER TYPE, 2016 - 2022, USD MILLION

Table 35 BRAZIL FROZEN POTATO MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 36 BRAZIL FROZEN POTATO MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 37 ARGENTINA FROZEN POTATO MARKET, 2012 - 2015, USD MILLION

Table 38 ARGENTINA FROZEN POTATO MARKET, 2016 - 2022, USD MILLION

Table 39 ARGENTINA FROZEN POTATO MARKET BY END USER TYPE, 2012 - 2015, USD MILLION

Table 40 ARGENTINA FROZEN POTATO MARKET BY END USER TYPE, 2016 - 2022, USD MILLION

Table 41 ARGENTINA FROZEN POTATO MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 42 ARGENTINA FROZEN POTATO MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 43 UAE FROZEN POTATO MARKET, 2012 - 2015, USD MILLION

Table 44 UAE FROZEN POTATO MARKET, 2016 - 2022, USD MILLION

Table 45 UAE FROZEN POTATO MARKET BY END USER TYPE, 2012 - 2015, USD MILLION

Table 46 UAE FROZEN POTATO MARKET BY END USER TYPE, 2016 - 2022, USD MILLION

Table 47 UAE FROZEN POTATO MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 48 UAE FROZEN POTATO MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 49 SAUDI ARABIA FROZEN POTATO MARKET, 2012 - 2015, USD MILLION

Table 50 SAUDI ARABIA FROZEN POTATO MARKET, 2016 - 2022, USD MILLION

Table 51 SAUDI ARABIA FROZEN POTATO MARKET BY END USER TYPE, 2012 - 2015, USD MILLION

Table 52 SAUDI ARABIA FROZEN POTATO MARKET BY END USER TYPE, 2016 - 2022, USD MILLION

Table 53 SAUDI ARABIA FROZEN POTATO MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 54 SAUDI ARABIA FROZEN POTATO MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 55 SOUTH AFRICA FROZEN POTATO MARKET, 2012 - 2015, USD MILLION

Table 56 SOUTH AFRICA FROZEN POTATO MARKET, 2016 - 2022, USD MILLION

Table 57 SOUTH AFRICA FROZEN POTATO MARKET BY END USER TYPE, 2012 - 2015, USD MILLION

Table 58 SOUTH AFRICA FROZEN POTATO MARKET BY END USER TYPE, 2016 - 2022, USD MILLION

Table 59 SOUTH AFRICA FROZEN POTATO MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 60 SOUTH AFRICA FROZEN POTATO MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 61 NIGERIA FROZEN POTATO MARKET, 2012 - 2015, USD MILLION

Table 62 NIGERIA FROZEN POTATO MARKET, 2016 - 2022, USD MILLION

Table 63 NIGERIA FROZEN POTATO MARKET BY END USER TYPE, 2012 - 2015, USD MILLION

Table 64 NIGERIA FROZEN POTATO MARKET BY END USER TYPE, 2016 - 2022,



USD MILLION

Table 65 NIGERIA FROZEN POTATO MARKET BY PRODUCT TYPE, 2012 - 2015,  
USD MILLION

Table 66 NIGERIA FROZEN POTATO MARKET BY PRODUCT TYPE, 2016 - 2022,  
USD MILLION

Table 67 REST OF LAMEA FROZEN POTATO MARKET, 2012 - 2015, USD MILLION

Table 68 REST OF LAMEA FROZEN POTATO MARKET, 2016 - 2022, USD MILLION

Table 69 REST OF LAMEA FROZEN POTATO MARKET BY END USER TYPE, 2012 -  
2015, USD MILLION

Table 70 REST OF LAMEA FROZEN POTATO MARKET BY END USER TYPE, 2016 -  
2022, USD MILLION

Table 71 REST OF LAMEA FROZEN POTATO MARKET BY PRODUCT TYPE, 2012 -  
2015, USD MILLION

Table 72 REST OF LAMEA FROZEN POTATO MARKET BY PRODUCT TYPE, 2016 -  
2022, USD MILLION

Table 73 KEY INFORMATION – HIMALYA INTERNATIONAL LTD.

Table 74 KEY INFORMATION – COÖPERATIE KONINKLIJKE COSUN U.A.

Table 75 KEY INFORMATION – MCCAIN FOODS LIMITED

Table 76 KEY INFORMATION – J.R. SIMPLOT COMPANY

Table 77 KEY INFORMATION – LAMB WESTON

Table 78 KEY INFORMATION – AGRARFROST HOLDING GMBH & CO. KG

Table 79 KEY INFORMATION – AGRISTO NV

Table 80 KEY INFORMATION – BART'S POTATO COMPANY

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