

# North America Frozen Potato Market (2016 - 2022)

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## 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. Some consume fresh potato and some consume it in processed form.

Organic food industry is rapidly increasing in North America. Consumers have made potatoes one of the top organic purchases. According to the United States Department of Agriculture, "there are around 20,000 stores and 3 out of four conventional grocery stores are producing organic food in U.S".

Products like French fries, Sweet and cooked Potatoes are some of the most selling frozen potato products. According to this statistic by U.S. Census data and Simmons National Consumer Survey (NHCS), 185.47 million Americans used frozen potato products in 2016. Additionally, French fries are very popular among the population. According to the same statistics, "56.87 million Americans used French fried frozen potato products in 2016". Hence, the above mentioned factor is expected to grow the frozen potato market in North America.

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 US, Canada, Mexico, and Rest of North America.

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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