

Mashed Potatoes Market – Forecasts from 2016 to 2021

<https://marketpublishers.com/r/MB7AFD3259FEN.html>

Date: December 2016

Pages: 75

Price: US\$ 3,600.00 (Single User License)

ID: MB7AFD3259FEN

Abstracts

Mashed potatoes are obtained by mashing boiled potatoes and provide plentiful vitamins, minerals, and vitamin to the body. It is one of the simple dishes to prepare and can be complemented with several dishes. Many companies provide mashed potatoes with diverse palates. Since these potatoes have lots of fibers, protein, and carbohydrates, they are very healthy too. Changing lifestyles and busy daily schedules of customers across the globe are altering the food paradigm and placing huge pressure on F&B industry. And this pressure translates to the demands made by global customers for food items which are convenient to eat, takes less time to get prepared, organic, tasty and healthy at same time. This shift in changing lifestyles and less personal time drive the global market for mashed potatoes. Moreover easy availability of their raw material in the market influences the growth of market positively. However, the presence of other alternatives in the market can impair the market growth. Regionally, mashed potatoes are largely produced in Europe and their growing demand in Europe as well as in America due to their health benefits will drive the market in these regions.

Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentation which has been covered as part of the report.

Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the

current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Thirdly, Mashed Potatoes Market has been segmented on the basis of application, form, distribution channel and geography as follows:

By Application

Food Ingredient

Food Product

Snacks

Culinary

By Form

Powder

Solid

By Distribution Channel

Hypermarket stores

Supermarket stores

Retailers

Online

By Geography

Americas

North America

South America

Europe Middle East and Africa

Europe

The Middle East and Africa

Asia Pacific

Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are Hungry Jack Potatoes, Pomuni, Continental and Simply Potatoes among others.

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