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# Global Potato Noodles Market Growth 2026-2032

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## Abstracts

The global Potato Noodles market size is predicted to grow from US$ 2585 million in 2025 to US$ 3560 million in 2032; it is expected to grow at a CAGR of 4.8% from 2026 to 2032.

In 2024, global potato noodles production reached 2.28 million tons, with an average price of $1,130 per ton.

Potato noodles refer to pasta with potatoes as the main ingredient. They come in various forms, including industrially produced noodles made from a mixture of potatoes and wheat flour, or homemade noodles commonly found in the northwest region, which are made with potatoes, noodles and various ingredients.

The upstream of the potato noodle industry chain includes potato planting, starch processing, and packaging material supply. Representative companies include Xuechuan Agriculture, Inner Mongolia Potato Industry Group, Quaker Starch, CP Packaging, and Fonterra Food Ingredients. Downstream customers are mainly distributed in restaurant chains, convenience food manufacturing, and supermarket retail. Typical companies include Haidilao, Ajisen Ramen, Uni-President Enterprises, Master Kong, and Hema Fresh. These companies drive overall consumer demand by applying potato noodles to hot pot dishes, convenient instant noodle bowls, and instant hot and sour noodles.

The core driver of downstream market demand growth comes from the rapid expansion of standardization in convenience foods and catering. With the popularization of fast-paced lifestyles and the increase in instant food consumption scenarios, potato noodles, with their "healthy carbohydrate alternative" and "gluten-free" labels, are favored by young consumers. At the same time, the chain trend of hot pot and local snacks is significant, driving up B2B procurement of bulk and frozen potato noodles. The

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expansion of rural e-commerce and food delivery platforms has also allowed regional brands to rapidly penetrate third- and fourth-tier markets.

Development trends are characterized by product differentiation and health-oriented upgrades. The next generation of potato starch production is moving towards low additives, whole-potato nutrition, and a blend of grains. In terms of packaging, companies are using biodegradable and environmentally friendly materials and vacuum-packed instant packaging to extend shelf life. Driving factors include increased consumer health awareness, policy support for potatoes as a staple food, and improved cold chain logistics. The main obstacles are seasonal fluctuations in raw material prices, high regional processing concentration leading to increased transportation costs, and low industry standardization and brand concentration, resulting in homogeneous market competition.

A medium-sized potato noodles production line typically has an annual capacity of 5,000 to 8,000 tons. The gross profit margin for standard instant products is approximately 18% to 25%, while products using high-end whole-potato starch, nutritional formulas, or self-heating packaging can achieve a gross profit margin of around 30%.

## Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Potato Noodles Industry Forecast” looks at past sales and reviews total world Potato Noodles sales in 2025, providing a comprehensive analysis by region and market sector of projected Potato Noodles sales for 2026 through 2032. With Potato Noodles sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Potato Noodles industry.

This Insight Report provides a comprehensive analysis of the global Potato Noodles landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Potato Noodles portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Potato Noodles market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Potato Noodles and breaks down the forecast by Type,

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by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Potato Noodles.

This report presents a comprehensive overview, market shares, and growth opportunities of Potato Noodles market by product type, application, key manufacturers and key regions and countries.

## Market Segmentation

### Segmentation by Type:

Ready-to-Eat Type

Non-Ready-to-Eat Type

### Segmentation by Process:

Wet Processing

Dry Processing

Extrusion Molding

Freeze-Drying Process

### Segmentation by Raw Materials:

Pure Potato Starch

Mixed Starch

### Segmentation by Application:

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- Home Cooking
- Commercial Catering
- Food Industry

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France

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UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Potato Powder Love Noodle

McCain Foods

Sichuan Baijia Akuan Food Industrial

LUTOSA

Anhui Three Brothers Potato Industry

Nissin Foods

Yichang Wudong Potato Industry Co., Ltd.

Sunrise New International Group

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Dalian Jinbaiwei

ACECOOK

Longxu

Daikoku Foods

CJ CheilJedang

Nongshim

Sempio

Lanzhou

Sinolux

House Foods

Myojo Foods

SANYO FOODS

## Key Questions Addressed in this Report

What is the 10-year outlook for the global Potato Noodles market?

What factors are driving Potato Noodles market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Potato Noodles market opportunities vary by end market size?

How does Potato Noodles break out by Type, by Application?

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