

Potato Processing - Global Market Outlook (2017-2023)

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Abstracts

According to Statistics MRC, the Global Potato Processing market is expected to grow from \$19.74 billion in 2016 to reach \$32.45 billion by 2023 with a CAGR of 7.3%. Rapid urbanization, progress in the standard of living, easy availability, consumer preferences for convenience foods and favorable packaging are the major factors propelling the market growth. In addition factors such as soaring demand for applications such as snack foods and prepared ready meals, increase in the number of retail channels such as hypermarkets and supermarkets and rapid growth of the fast food industry are driving the market growth. However, high costs incurred for storage and transportation and health issues associated with the consumption of processed potatoes such as obesity and diabetes are the factors hindering the market growth.

By Product, the frozen segment commanded the largest market share during the forecast period due to the frozen potato being consumed on a large scale owing to rise in demand for French fries across the globe. Also with the expansion of foreign Quick Service Restaurants (QSRs) such as KFC, Pizza Hut, McDonald's, Burger King, Dunkin' Donuts and Subway in countries such as India and China contribute to the growth of the market. These products are gaining significance due to properties such as prolonged shelf life and the lesser time required for meal preparation. French fries, Smiles, Chilli Garlic Potato Bites, Super Wedges, Veggie Burger and Aloo Tikki are some of the famous frozen potato products.

Geographically, Asia Pacific is expected to grow at a fastest CAGR due to high production of potatoes for its vast growing population across its countries. In addition, Government policies such as FDI (Foreign Direct investment) being adopted by developing economies, increase in the number of hotels and restaurants serving frozen potato products have led to the growth of potato processing products in this region.

Some of the key players in the Potato Processing market are Intersnack Group GmbH & Co. Kg, The Kraft Heinz Company, Idahoan Foods LLC, Aviko B.V., Leng-D'or, The Little Potato Company Ltd, Limagrain Céréales Ingrédients, Agrana Beteiligungs-AG, Farm Frites International B.V., McCain Foods Limited, Agristo NV, J.R. Short Milling Company, Lamb Weston Holdings, Inc and J.R. Simplot Company.

Distribution Channels covered:

Retail

Foodservice

Applications covered:

Ready-To-Cook & Prepared Meals

Snacks

Other Applications

Products covered:

Chips & Snack Pellets

Dehydrated

Frozen

Other Products

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends.

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 Product Analysis
- 3.8 Emerging Markets
- 3.9 Futuristic Market Scenario

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL POTATO PROCESSING MARKET, BY DISTRIBUTION CHANNEL

- 5.1 Introduction
- 5.2 Retail
- 5.3 Foodservice

6 GLOBAL POTATO PROCESSING MARKET, BY APPLICATION

- 6.1 Introduction
- 6.2 Ready-To-Cook & Prepared Meals
- 6.3 Snacks
- 6.4 Other Applications
 - 6.4.1 Gravies
 - 6.4.2 Desserts
 - 6.4.3 Food Additives in Soups
 - 6.4.4 Bakery

7 GLOBAL POTATO PROCESSING MARKET, BY PRODUCT

- 7.1 Introduction
- 7.2 Chips & Snack Pellets
- 7.3 Dehydrated
- 7.4 Frozen
- 7.5 Other Products
 - 7.5.1 Flour
 - 7.5.2 Canned Potato
 - 7.5.3 Starch
 - 7.5.4 Potato Granules

8 GLOBAL AUTOMOTIVE CARPETING AND ROOFING MARKET, BY GEOGRAPHY

- 8.1 Introduction
- 8.2 North America
 - 8.2.1 US
 - 8.2.2 Canada
 - 8.2.3 Mexico
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.2 UK

- 8.3.3 France
- 8.3.4 Italy
- 8.3.5 Spain
- 8.3.6 Rest of Europe
- 8.4 Asia Pacific
 - 8.4.1 Japan
 - 8.4.2 China
 - 8.4.3 India
 - 8.4.4 Australia
 - 8.4.5 New Zealand
 - 8.4.6 South Korea
 - 8.4.7 Rest of Asia Pacific
- 8.5 South America
 - 8.5.1 Argentina
 - 8.5.2 Brazil
 - 8.5.3 Chile
 - 8.5.4 Rest of South America
- 8.6 Middle East & Africa
 - 8.6.1 Saudi Arabia
 - 8.6.2 UAE
 - 8.6.3 Qatar
 - 8.6.4 South Africa
 - 8.6.5 Rest of Middle East & Africa

9 KEY DEVELOPMENTS

- 9.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 9.2 Acquisitions & Mergers
- 9.3 New Product Launch
- 9.4 Expansions
- 9.5 Other Key Strategies

10 COMPANY PROFILES

- 10.1 Intersnack Group GmbH & Co. Kg
- 10.2 The Kraft Heinz Company
- 10.3 Idahoan Foods, LLC
- 10.4 Aviko B.V.
- 10.5 Leng-D'or

- 10.6 The Little Potato Company Ltd.
- 10.7 Limagrain Céréales Ingrédients
- 10.8 Agrana Beteiligungs-AG
- 10.9 Farm Frites International B.V.
- 10.10 McCain Foods Limited
- 10.11 Agristo NV
- 10.12 J.R. Short Milling Company
- 10.13 Lamb Weston Holdings, Inc
- 10.14 J.R. Simplot Company

List Of Tables

LIST OF TABLES

- Table 1 Global Potato Processing Market Analysis, By Region (2014-2023) (\$MN)
- Table 2 Global Potato Processing Market Analysis, By Distribution Channel (2014-2023) (\$MN)
- Table 3 Global Potato Processing Market Analysis, By Retail (2014-2023) (\$MN)
- Table 4 Global Potato Processing Market Analysis, By Foodservice (2014-2023) (\$MN)
- Table 5 Global Potato Processing Market Analysis, By Application (2014-2023) (\$MN)
- Table 6 Global Potato Processing Market Analysis, By Ready-To-Cook & Prepared Meals (2014-2023) (\$MN)
- Table 7 Global Potato Processing Market Analysis, By Snacks (2014-2023) (\$MN)
- Table 8 Global Potato Processing Market Analysis, By Other Applications (2014-2023) (\$MN)
- Table 9 Global Potato Processing Market Analysis, By Gravies (2014-2023) (\$MN)
- Table 10 Global Potato Processing Market Analysis, By Desserts (2014-2023) (\$MN)
- Table 11 Global Potato Processing Market Analysis, By Food Additives in Soups (2014-2023) (\$MN)
- Table 12 Global Potato Processing Market Analysis, By Bakery (2014-2023) (\$MN)
- Table 13 Global Potato Processing Market Analysis, By Product (2014-2023) (\$MN)
- Table 14 Global Potato Processing Market Analysis, By Chips & Snack Pellets (2014-2023) (\$MN)
- Table 15 Global Potato Processing Market Analysis, By Dehydrated (2014-2023) (\$MN)
- Table 16 Global Potato Processing Market Analysis, By Frozen (2014-2023) (\$MN)
- Table 17 Global Potato Processing Market Analysis, By Other Products (2014-2023) (\$MN)
- Table 18 Global Potato Processing Market Analysis, By Flour (2014-2023) (\$MN)
- Table 19 Global Potato Processing Market Analysis, By Canned Potato (2014-2023) (\$MN)
- Table 20 Global Potato Processing Market Analysis, By Starch (2014-2023) (\$MN)
- Table 21 Global Potato Processing Market Analysis, By Potato Granules (2014-2023) (\$MN)
- Table 22 North America Potato Processing Market Analysis, By Country (2014-2023) (\$MN)
- Table 23 North America Potato Processing Market Analysis, By Distribution Channel (2014-2023) (\$MN)
- Table 24 North America Potato Processing Market Analysis, By Retail (2014-2023) (\$MN)

- Table 25 North America Potato Processing Market Analysis, By Foodservice (2014-2023) (\$MN)
- Table 26 North America Potato Processing Market Analysis, By Application (2014-2023) (\$MN)
- Table 27 North America Potato Processing Market Analysis, By Ready-To-Cook & Prepared Meals (2014-2023) (\$MN)
- Table 28 North America Potato Processing Market Analysis, By Snacks (2014-2023) (\$MN)
- Table 29 North America Potato Processing Market Analysis, By Other Applications (2014-2023) (\$MN)
- Table 30 North America Potato Processing Market Analysis, By Gravies (2014-2023) (\$MN)
- Table 31 North America Potato Processing Market Analysis, By Desserts (2014-2023) (\$MN)
- Table 32 North America Potato Processing Market Analysis, By Food Additives in Soups (2014-2023) (\$MN)
- Table 33 North America Potato Processing Market Analysis, By Bakery (2014-2023) (\$MN)
- Table 34 North America Potato Processing Market Analysis, By Product (2014-2023) (\$MN)
- Table 35 North America Potato Processing Market Analysis, By Chips & Snack Pellets (2014-2023) (\$MN)
- Table 36 North America Potato Processing Market Analysis, By Dehydrated (2014-2023) (\$MN)
- Table 37 North America Potato Processing Market Analysis, By Frozen (2014-2023) (\$MN)
- Table 38 North America Potato Processing Market Analysis, By Other Products (2014-2023) (\$MN)
- Table 39 North America Potato Processing Market Analysis, By Flour (2014-2023) (\$MN)
- Table 40 North America Potato Processing Market Analysis, By Canned Potato (2014-2023) (\$MN)
- Table 41 North America Potato Processing Market Analysis, By Starch (2014-2023) (\$MN)
- Table 42 North America Potato Processing Market Analysis, By Potato Granules (2014-2023) (\$MN)
- Table 43 Europe Potato Processing Market Analysis, By Country (2014-2023) (\$MN)
- Table 44 Europe Potato Processing Market Analysis, By Distribution Channel (2014-2023) (\$MN)

Table 45 Europe Potato Processing Market Analysis, By Retail (2014-2023) (\$MN)

Table 46 Europe Potato Processing Market Analysis, By Foodservice (2014-2023) (\$MN)

Table 47 Europe Potato Processing Market Analysis, By Application (2014-2023) (\$MN)

Table 48 Europe Potato Processing Market Analysis, By Ready-To-Cook & Prepared Meals (2014-2023) (\$MN)

Table 49 Europe Potato Processing Market Analysis, By Snacks (2014-2023) (\$MN)

Table 50 Europe Potato Processing Market Analysis, By Other Applications (2014-2023) (\$MN)

Table 51 Europe Potato Processing Market Analysis, By Gravies (2014-2023) (\$MN)

Table 52 Europe Potato Processing Market Analysis, By Desserts (2014-2023) (\$MN)

Table 53 Europe Potato Processing Market Analysis, By Food Additives in Soups (2014-2023) (\$MN)

Table 54 Europe Potato Processing Market Analysis, By Bakery (2014-2023) (\$MN)

Table 55 Europe Potato Processing Market Analysis, By Product (2014-2023) (\$MN)

Table 56 Europe Potato Processing Market Analysis, By Chips & Snack Pellets (2014-2023) (\$MN)

Table 57 Europe Potato Processing Market Analysis, By Dehydrated (2014-2023) (\$MN)

Table 58 Europe Potato Processing Market Analysis, By Frozen (2014-2023) (\$MN)

Table 59 Europe Potato Processing Market Analysis, By Other Products (2014-2023) (\$MN)

Table 60 Europe Potato Processing Market Analysis, By Flour (2014-2023) (\$MN)

Table 61 Europe Potato Processing Market Analysis, By Canned Potato (2014-2023) (\$MN)

Table 62 Europe Potato Processing Market Analysis, By Starch (2014-2023) (\$MN)

Table 63 Europe Potato Processing Market Analysis, By Potato Granules (2014-2023) (\$MN)

Table 64 Asia Pacific Potato Processing Market Analysis, By Country (2014-2023) (\$MN)

Table 65 Asia Pacific Potato Processing Market Analysis, By Distribution Channel (2014-2023) (\$MN)

Table 66 Asia Pacific Potato Processing Market Analysis, By Retail (2014-2023) (\$MN)

Table 67 Asia Pacific Potato Processing Market Analysis, By Foodservice (2014-2023) (\$MN)

Table 68 Asia Pacific Potato Processing Market Analysis, By Application (2014-2023) (\$MN)

Table 69 Asia Pacific Potato Processing Market Analysis, By Ready-To-Cook & Prepared Meals (2014-2023) (\$MN)

Table 70 Asia Pacific Potato Processing Market Analysis, By Snacks (2014-2023) (\$MN)

Table 71 Asia Pacific Potato Processing Market Analysis, By Other Applications (2014-2023) (\$MN)

Table 72 Asia Pacific Potato Processing Market Analysis, By Gravies (2014-2023) (\$MN)

Table 73 Asia Pacific Potato Processing Market Analysis, By Desserts (2014-2023) (\$MN)

Table 74 Asia Pacific Potato Processing Market Analysis, By Food Additives in Soups (2014-2023) (\$MN)

Table 75 Asia Pacific Potato Processing Market Analysis, By Bakery (2014-2023) (\$MN)

Table 76 Asia Pacific Potato Processing Market Analysis, By Product (2014-2023) (\$MN)

Table 77 Asia Pacific Potato Processing Market Analysis, By Chips & Snack Pellets (2014-2023) (\$MN)

Table 78 Asia Pacific Potato Processing Market Analysis, By Dehydrated (2014-2023) (\$MN)

Table 79 Asia Pacific Potato Processing Market Analysis, By Frozen (2014-2023) (\$MN)

Table 80 Asia Pacific Potato Processing Market Analysis, By Other Products (2014-2023) (\$MN)

Table 81 Asia Pacific Potato Processing Market Analysis, By Flour (2014-2023) (\$MN)

Table 82 Asia Pacific Potato Processing Market Analysis, By Canned Potato (2014-2023) (\$MN)

Table 83 Asia Pacific Potato Processing Market Analysis, By Starch (2014-2023) (\$MN)

Table 84 Asia Pacific Potato Processing Market Analysis, By Potato Granules (2014-2023) (\$MN)

Table 85 South America Potato Processing Market Analysis, By Country (2014-2023) (\$MN)

Table 86 South America Potato Processing Market Analysis, By Distribution Channel (2014-2023) (\$MN)

Table 87 South America Potato Processing Market Analysis, By Retail (2014-2023) (\$MN)

Table 88 South America Potato Processing Market Analysis, By Foodservice (2014-2023) (\$MN)

Table 89 South America Potato Processing Market Analysis, By Application (2014-2023) (\$MN)

Table 90 South America Potato Processing Market Analysis, By Ready-To-Cook & Prepared Meals (2014-2023) (\$MN)

Table 91 South America Potato Processing Market Analysis, By Snacks (2014-2023)

(\$MN)

Table 92 South America Potato Processing Market Analysis, By Other Applications (2014-2023) (\$MN)

Table 93 South America Potato Processing Market Analysis, By Gravies (2014-2023) (\$MN)

Table 94 South America Potato Processing Market Analysis, By Desserts (2014-2023) (\$MN)

Table 95 South America Potato Processing Market Analysis, By Food Additives in Soups (2014-2023) (\$MN)

Table 96 South America Potato Processing Market Analysis, By Bakery (2014-2023) (\$MN)

Table 97 South America Potato Processing Market Analysis, By Product (2014-2023) (\$MN)

Table 98 South America Potato Processing Market Analysis, By Chips & Snack Pellets (2014-2023) (\$MN)

Table 99 South America Potato Processing Market Analysis, By Dehydrated (2014-2023) (\$MN)

Table 100 South America Potato Processing Market Analysis, By Frozen (2014-2023) (\$MN)

Table 101 South America Potato Processing Market Analysis, By Other Products (2014-2023) (\$MN)

Table 102 South America Potato Processing Market Analysis, By Flour (2014-2023) (\$MN)

Table 103 South America Potato Processing Market Analysis, By Canned Potato (2014-2023) (\$MN)

Table 104 South America Potato Processing Market Analysis, By Starch (2014-2023) (\$MN)

Table 105 South America Potato Processing Market Analysis, By Potato Granules (2014-2023) (\$MN)

Table 106 Middle East & Africa Potato Processing Market Analysis, By Country (2014-2023) (\$MN)

Table 107 Middle East & Africa Potato Processing Market Analysis, By Distribution Channel (2014-2023) (\$MN)

Table 108 Middle East & Africa Potato Processing Market Analysis, By Retail (2014-2023) (\$MN)

Table 109 Middle East & Africa Potato Processing Market Analysis, By Foodservice (2014-2023) (\$MN)

Table 110 Middle East & Africa Potato Processing Market Analysis, By Application (2014-2023) (\$MN)

Table 111 Middle East & Africa Potato Processing Market Analysis, By Ready-To-Cook & Prepared Meals (2014-2023) (\$MN)

Table 112 Middle East & Africa Potato Processing Market Analysis, By Snacks (2014-2023) (\$MN)

Table 113 Middle East & Africa Potato Processing Market Analysis, By Other Applications (2014-2023) (\$MN)

Table 114 Middle East & Africa Potato Processing Market Analysis, By Gravies (2014-2023) (\$MN)

Table 115 Middle East & Africa Potato Processing Market Analysis, By Desserts (2014-2023) (\$MN)

Table 116 Middle East & Africa Potato Processing Market Analysis, By Food Additives in Soups (2014-2023) (\$MN)

Table 117 Middle East & Africa Potato Processing Market Analysis, By Bakery (2014-2023) (\$MN)

Table 118 Middle East & Africa Potato Processing Market Analysis, By Product (2014-2023) (\$MN)

Table 119 Middle East & Africa Potato Processing Market Analysis, By Chips & Snack Pellets (2014-2023) (\$MN)

Table 120 Middle East & Africa Potato Processing Market Analysis, By Dehydrated (2014-2023) (\$MN)

Table 121 Middle East & Africa Potato Processing Market Analysis, By Frozen (2014-2023) (\$MN)

Table 122 Middle East & Africa Potato Processing Market Analysis, By Other Products (2014-2023) (\$MN)

Table 123 Middle East & Africa Potato Processing Market Analysis, By Flour (2014-2023) (\$MN)

Table 124 Middle East & Africa Potato Processing Market Analysis, By Canned Potato (2014-2023) (\$MN)

Table 125 Middle East & Africa Potato Processing Market Analysis, By Starch (2014-2023) (\$MN)

Table 126 Middle East & Africa Potato Processing Market Analysis, By Potato Granules (2014-2023) (\$MN)

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