

Asia Pacific Frozen French Fries Market Forecast to 2030 - Regional Analysis - by Product Type (Regular Fries, Crinkle-Cut Fries, Steak Fries, and Others), Category (Organic and Conventional), and End User (Retail and Foodservice)

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Abstracts

The Asia Pacific frozen French fries market is expected to grow from US\$ 8,406.56 million in 2022 to US\$ 13,157.19 million by 2030. It is estimated to grow at a CAGR of 5.8% from 2022 to 2030.

Deployment of Innovative Technologies Drive Asia Pacific Frozen French Fries Market

The frozen snacks industry has started using innovative and advanced technologies to provide better quality to consumers. Manufacturers are increasingly using advanced refrigeration techniques in the frozen snacks industry. Many of these innovative technologies are in development and require high capital. Some of these technologies provide energy saving, while some provide high-quality advantages. Thus, the use of these technologies will help the manufacturers as well as the consumers. Other innovative freezing technologies, such as hydro-fluidization and impingement, are also emerging rapidly in the market. The manufacturers believe fast freezing without forming small ice crystals offers quality advantages to frozen French fries. Thus, using different innovative technologies expected to create new trend to the market.

Asia Pacific Frozen French Fries Market Overview

The Asia Pacific frozen French fries market is segmented into China, India, Australia, Japan, South Korea, and the Rest of Asia Pacific. The market growth is attributed to the growing influence of Western culture on the eating habits of the young population in the region. The Asia Pacific frozen French fries market in Asia Pacific is rapidly advancing with the growing consumption of convenience food products. The rising disposable income levels of consumers and the growth of the middle-class population are the key factors driving the consumption of frozen French fries in the region. The demand for

frozen French fries has significantly increased in the region as they are affordable and readily available. Moreover, the development of cold chain infrastructure, such as logistics and warehouses, is providing strong growth potential to the manufacturers of frozen French fries to expand their footprints in Asia Pacific. According to the National Centre for Cold Chain Development (NNCCD), currently, there are 7,645 cold storages in India with 34 million metric ton of capacity. Thus, the presence of robust cold storage facilities in Asia Pacific is driving the growth of the Asia Pacific frozen French fries market. Changing consumer taste preferences, growing demand for processed food, and availability of various products of different brands have boosted the growth of the Asia Pacific frozen French fries market in the region. Also, changing eating habits and the rising influence of Western culture and celebrities drive the demand for western cuisine, including frozen French fries.

Asia Pacific Frozen French Fries Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Frozen French Fries Market Segmentation

The Asia Pacific frozen French fries market is segmented into product type, category, end user, and country.

Based on product type, the Asia Pacific frozen French fries market is segmented into regular fries, crinkle-cut fries, steak fries, and others. In 2022, the regular fries segment registered the largest share in the Asia Pacific frozen French fries market.

Based on category, the Asia Pacific frozen French fries market is bifurcated into organic and conventional. In 2022, the conventional segment registered the largest share in the Asia Pacific frozen French fries market.

Based on end user, the Asia Pacific frozen French fries market is segmented into retail and foodservice. In 2022, the foodservice segment registered the largest share in the Asia Pacific frozen French fries market.

Based on country, the Asia Pacific frozen French fries market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. In 2022, China registered the largest share in the Asia Pacific frozen French fries market.

Agristo NV, Aviko B.V., Bart's Potato Company, Farm Frites International B.V., Himalaya Food International Ltd, J.R. Simplot Company, Lamb Weston Holdings Inc, McCain Foods Limited, Rairandev Golden Fries Pty Ltd, and The Kraft Heinz Co are some of the leading companies operating in the Asia Pacific frozen French fries market.

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