

# **Asia Pacific Frozen Potato Market Forecast to 2030 - Regional Analysis - by Product Type (French Fries, Hash Brown, Shaped, Mashed, Battered/Cooked, Topped/Stuffed, and Others) and End-User (Residential and Commercial)**

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## **Abstracts**

The Asia Pacific frozen potato market is expected to grow from US\$ 14,141.83 million in 2023 to US\$ 20,193.37 million by 2030. It is estimated to grow at a CAGR of 5.2% from 2023 to 2030.

### **Increasing Demand from Asia-Pacific Fuel Asia Pacific Frozen Potato Market**

The major opportunity in the frozen potato industry is the rise in demand from developing regions such as Asia-Pacific. China and India are one of the leading markets in the region. The emerging economies in this region are contributing to the growth of the frozen potato market and are providing a huge growth opportunity. Many food companies and food service outlets have expanded their selling and distribution of frozen hash browns, French fries, wedges, and many more frozen potato products in the region. The rise in the quick service restaurants and food service outlets in Asia-Pacific has been one of the major opportunities for the frozen potato market to grow in the region. The lifestyle of consumers in Asia-Pacific countries is changing, and people are moving to a busy and hectic lifestyle. There has been an increase in the per capita disposable income, employment of women, and a shift from rural to urban areas, which in turn has led to an increase in the demand for convenient and ready-to-eat food. Another factor is the rise in the purchasing power of consumers in the lower and middle-level counties of Asia-Pacific.

### **Asia Pacific Frozen Potato Market Overview**

The Asia Pacific frozen potato market is segmented into China, India, Japan, South Korea, Australia, ASEAN countries, and the Rest of Asia Pacific. The rising middle-class population, rapid urbanization, and increasing per capita income provide several opportunities for frozen potato manufacturers operating in the Asia Pacific. The frozen food industry in Asia Pacific has experienced a huge shift over the years. The development of cold chain infrastructure such as logistics and warehouses are providing strong growth potential to the manufacturers of frozen food to expand their footprints in Asia Pacific. According to National Centre for Cold Chain Development (NNCCD), currently, there are total of 7,645 cold storages in India with 34 million metric tonnes of capacity. Thus, the presence of robust cold storage facilities in the developing Asia Pacific countries is driving the growth of the frozen potato market.

#### Asia Pacific Frozen Potato Market Revenue and Forecast to 2030 (US\$ Million)

#### Asia Pacific Frozen Potato Market Segmentation

The Asia Pacific frozen potato market is segmented into product type, end-user, and country.

Based on product type, the Asia Pacific frozen potato market is segmented into French fries, hash brown, shaped, mashed, battered/cooked, topped/stuffed, and others. The French fries segment accounted the largest share of the Asia Pacific frozen potato market in 2023.

Based on end-user, the Asia Pacific frozen potato market is divided into residential and commercial. The commercial segment held a larger share of the Asia Pacific frozen potato market in 2023.

Based on country, the Asia Pacific frozen potato market is segmented into China, Japan, India, Australia, South Korea, ASEAN, and the Rest of Asia Pacific. China dominated the Asia Pacific frozen potato market in 2023.

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

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