

Europe 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)

<https://marketpublishers.com/r/E32AD50DE910EN.html>

Date: January 2024

Pages: 74

Price: US\$ 3,550.00 (Single User License)

ID: E32AD50DE910EN

Abstracts

The Europe frozen French fries market is expected to grow from US\$ 11,830.71 million in 2022 to US\$ 16,446.48 million by 2030. It is estimated to grow at a CAGR of 4.2% from 2022 to 2030.

Expansion of Quick Service Restaurants Drive Europe Frozen French Fries Market

Fast-food and quick service restaurants (QSR) have gained strong traction as people increasingly prioritize convenience due to their fast-paced lifestyle. People are not able to focus on their personal lives owing to the rising number of dual-income families and single-person households. Therefore, they seek convenient products that help save time and effort. Fast food restaurants and QSRs offer mass-produced products in no time, offering huge convenience to the consumers. These restaurants are becoming popular because they offer a variety of food in less time and at affordable prices. Consumers now seek convenience and quick service with their food. Quick-service restaurants cater to the needs of the consumers as they offer to sit and dine, along with numerous services such as drive-thru, takeout, and home delivery, which suit the modern lifestyle of the consumers. Due to the growth and expansion of quick-service restaurants, the demand for frozen French fries has also increased. The QSRs mostly demand products such as frozen French fries, which require less preparation time and are easy to use. This helps the QSRs to provide the consumers with their food quickly. Thus, the expansion of quick service restaurants is driving the market growth.

Europe Frozen French Fries Market Overview

The Europe frozen French fries market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The market growth is mainly attributed to the rising

demand for convenience food, extensive retail infrastructure, and availability of a wide range of products of different brands across different distribution channels. Moreover, the presence of consumers with high per-capita income is also driving the demand for frozen food, such as French fries. Consumers are seeking nutritional benefits from the products they consume. Therefore, the demand for clean, organic, gluten-free, and minimally processed frozen food has increased significantly, further boosting the market growth. The rising trend of food take aways in France, Italy, the UK, and Spain is one of the significant factors driving the expansion of Quick Service Restaurants (QSRs) and fast-food joints. These restaurants serve snacking items that are easy to consume on the go and require less preparation time. Frozen French fries need very minimal preparation. These products are cooked just by deep frying or baking. Thus, the hassle-free and quick preparation of frozen French fries drives their demand among European consumers, especially the younger and working population. The presence of a robust retail sector and the rising trend of online shopping is also boosting the Europe frozen French fries market. Retailers offer huge discounts and deals to attract a large number of customers. They adopt various promotional strategies to boost their sales. The in-store promotions such as extra value packs or buy-one-get-one-free attract customers to buy more products, further propelling the Europe frozen French fries market.

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

Europe Frozen French Fries Market Segmentation

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

Based on product type, the Europe 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 Europe frozen French fries market.

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

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

Based on country, the Europe frozen French fries market is segmented into Germany, the UK, France, Italy, Russia, and the Rest of Europe. In 2022, the Rest of Europe registered the largest share in the Europe frozen French fries market.

Agristo NV, Aviko B.V., Bart's Potato Company, Farm Frites International B.V., Lamb Weston Holdings Inc, McCain, and The Kraft Heinz Co are some of the leading companies operating in the Europe frozen French fries market.

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