

Europe Frozen Sweet Potato Hash Brown and Tater Shots Market Forecast to 2030 - Regional Analysis - by Product Type (Hash Brown and Tater Shots) and End Use (Residential and Commercial)

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Abstracts

The Europe frozen sweet potato hash brown and tater shots market is expected to grow from US\$ 35.97 million in 2023 to US\$ 54.42 million by 2030. It is estimated to grow at a CAGR of 6.1% from 2023 to 2030.

Growing Popularity of Plant-Based Frozen Products Drive Europe Frozen Sweet Potato Hash Brown and Tater Shots Market

In recent years, consumers have adopted plant-based diets and food products containing vegetables with high fiber and nutritional value. Plant-based frozen food are convenient and accessible means of superfoods that contains healthy food ingredients. Increasing consumer awareness regarding environmental impact of animal slaughtering, animal welfare concerns, and rising focus on sustainable food options has led to a rise in the demand for plant-based food compared to meat products. The proliferation of veganism across the globe is widely influencing innovations in the frozen food sector. The growing adoption of a plant-based diet has prompted manufacturers to develop healthy and nutritious plant-based alternatives to conventional frozen food products such as hash brown and tater shots. Thus, the growing inclination toward plant-based frozen food has prompted manufacturers to expand product offerings, which is expected to fuel the Europe frozen sweet potato hash brown and tater shots market growth during the forecast period.

Europe Frozen Sweet Potato Hash Brown and Tater Shots Market Overview

The Europe frozen sweet potato hash brown and tater shots market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Europe frozen sweet potato hash brown and tater shots market growth is attributed to the rising demand for convenience food, well-established food retail infrastructure, and availability of a wide range of products across different distribution channels. Moreover, the presence of consumers with high per-capita income is also driving the demand for frozen food, such as frozen meals and snacks. According to a report published by the CBI Ministry of Foreign Affairs in 2023, a total of 32,738.65 tons of freshly cut and frozen sweet potato products were imported into the UK in 2021. Also, the consumption of fresh and processed sweet potatoes increased from approximately 22,046.23 tons in 2017 to 44,092.45 tons in 2021. Thus, the rising import and consumption volume of pre-processed sweet potatoes indicates the mature market for processed sweet potatoes in the UK, as well as significant growth across the processing industry of frozen fries, frozen tater shots, and ready-made meals.

Europe Frozen Sweet Potato Hash Brown and Tater Shots Market Revenue and Forecast to 2030 (US\$ Million)

Europe Frozen Sweet Potato Hash Brown and Tater Shots Market Segmentation

The Europe frozen sweet potato hash brown and tater shots market is segmented into product type, end use, and country.

Based on product type, the Europe frozen sweet potato hash brown and tater shots market is bifurcated into hash brown and tater shots. In 2023, the tater shots segment registered a larger share in the Europe frozen sweet potato hash brown and tater shots market.

Based on end use, the Europe frozen sweet potato hash brown and tater shots market is bifurcated into residential and commercial. In 2023, the commercial registered a larger share in the Europe frozen sweet potato hash brown and tater shots market.

Based on country, the Europe frozen sweet potato hash brown and tater shots market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. In 2023, the Rest of Europe segment registered the largest share in the Europe frozen sweet potato hash brown and tater shots market.

Lamb Weston Holdings Inc, J.R. Simplot Company, Handy Food Innovation Ltd, and Conagra Brands Inc are some of the leading companies operating in the Europe frozen

sweet potato hash brown and tater shots market.

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