

Europe and Middle East & Africa Frozen Sweet Potato Market Size and Forecast (2020 - 2030), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Fries, Nuggets and Puffs, Wedges, Hashbrowns, and Others), Category (Organic and Conventional), and End User (Food Service and Food Retail)

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Abstracts

The Europe and Middle East & Africa frozen sweet potato market size was valued at US\$ 1.38 billion in 2022 and is projected to reach US\$ 2.04 billion by 2030; it is expected to register a CAGR of 5.0% from 2022 to 2030.

Frozen sweet potato products offer a convenient and versatile option for incorporating these nutritious roots vegetable into ones meal. Whether in the form of fries, wedges, nuggets, hashbrowns, and other products, these frozen products provide a tie-saving solution for busy individuals seeking a healthy addition to diet. Increasing consumer demand for healthier snacking alternatives has driven the demand for frozen sweet potato products as they are rich in vitamins, minerals, and fiber. The freezing of sweet potato helps to prevent the nutritional content and ensures the extended shelf life.

In recent years, people's lifestyles worldwide have evolved due to hectic work schedules which has resulted into people's dependency on convenience frozen food products, and a rise in demand for frozen snacks. The food industry is witnessing a surge in the consumption of high-quality convenience food. Convenience food, such as frozen meals, frozen snacks, and ready-to-cook products, saves consumers time and effort. The increasing number of smaller households and dual-income families highly impacts the development and popularity of these food items. Due to hectic work

schedules, millennials prefer to be efficient with their time and avoid spending it on tedious tasks. Frozen food products have extended shelf life, are suitable for single serve, and save time on food preparation. Hence, frozen products, including frozen snacks and appetizers, are gaining huge traction among consumers.

The emergence of e-commerce has resulted in considerable changes in the way people shop and purchase food products. The rising penetration of smartphones and the internet, quick access to emerging technologies, rising purchasing power, and convenience provided by online retail shopping platforms are among the key factors bolstering e-commerce. People increasingly prefer online retail platforms for purchasing frozen foods. According to the American Frozen Food Institute, online sales of frozen food products, including frozen snacks, increased by 75% in 2020. The online sales of food and beverages grew significantly during the COVID-19 outbreak due to the shutdown of brick-and-mortar stores and the imposition of several social restrictions by governments of various countries across the globe. With the rising penetration of e-commerce across multiple geographies, the manufacturers of frozen foods, such as Conagra Brands Inc, McCain Foods Ltd, Aviko BV, and others, are also enhancing their online presence by selling products through Amazon, Tesco, and other well-known e-commerce platforms. In addition, the key players such as Conagra Brands Inc, and McCain Foods Ltd are launching their online retail platform to sell products directly to end consumers. The growing adoption of e-commerce platforms is eliminating the dependency on offline retail stores. Thus, the rising sales of frozen snacks via e-commerce platforms are anticipated to create lucrative opportunities for the growth of the Europe and the Middle East & Africa frozen sweet potato market during the forecast period.

Conagra Brands Inc, Ardo Foods NV, Aviko BV, Birds Eye Ltd, Lamb Weston Holdings Inc, Le Duc Fine Food BV, McCain Foods Ltd, Mondial Foods BV, Handy Food Innovation Ltd, and Sunbulah Food & Fine Pastries Manufacturing Co Ltd are the key players operating in the Europe and Middle East & Africa frozen sweet potato market. These market players are focusing on providing high-quality, innovative products to fulfill customers' demands and increase their Europe and Middle East & Africa frozen sweet potato market share.

The overall Europe and Middle East & Africa frozen sweet potato market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information about the market. Also, multiple primary interviews have been conducted with industry participants to validate the data

and gain analytical insights into the topic. Participants in this process include industry experts, such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants, such as valuation experts, research analysts, and key opinion leaders, specializing in the Europe and Middle East & Africa frozen sweet potato market.

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