

# **Middle East & Africa 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 Middle East & Africa frozen potato market is expected to grow from US\$ 4,037.27 million in 2023 to US\$ 5,150.23 million by 2030. It is estimated to grow at a CAGR of 3.5% from 2023 to 2030.

### **Rising Demand for Convenience Food Drive Middle East & Africa Frozen Potato Market**

There is a surge in demand for frozen food due to the rising purchasing power and growing consumer preference toward ready-to-eat convenience food items. The preference for ready-to-eat, microwavable, and ready-to-prepare food products is rising significantly as they are highly suitable for on-the-go consumption and require minimal preparation time. The number of dual-income families in developed countries is rising substantially. People find it hard to manage work as well as household chores due to lack of time. Therefore, they prefer to eat out or consume ready-to-eat products that require minimal preparation and cooking efforts. Frozen food products are also growing in demand as they have an extended shelf-life, are suitable for single-person consumption, and can be prepared in very less time. Frozen potato satisfies this need of the consumers and is readily available in retail outlets or stores as well as various fast-food chains, hotels, and quick-service restaurants. The rise in the number of retail outlets, convenience stores, and supermarkets has increased the availability of ready-to-eat food, propelling the frozen potato industry to new heights. Fast-food franchises such as McDonald's, Wendy's, Johnny Rocket, KFC, Burger King, and Hardy's substantially impact the Middle East & Africa frozen potato market. Frozen potatoes give the same

benefits and taste as fresh potatoes but have a longer shelf life, which is boosting the market growth. Furthermore, foods such as French fries and wedges are becoming increasingly popular, particularly among children and youth, which is catalyzing the growth of the Middle East & Africa frozen potato market.

## Middle East & Africa Frozen Potato Market Overview

The Middle East and Africa (MEA) frozen potato market, by country, has been sub-segmented into South Africa, Saudi Arabia, UAE, Iran, and the Rest of the Middle East and Africa. The rest of the Middle East and Africa (MEA) consists of Oman, Qatar, Bahrain, and Kuwait. These countries have experienced a shift in the socio-economic conditions, food habits, lifestyle and economic status, and health patterns in the past four decades. The Middle East and Africa region has observed a rapid rise in food production and consumption. The growth in the foodservice industry has led to the increased import of various food items, such as frozen fruits and vegetables, sugar, fat, meat, wheat, and rice, from other countries. The Middle East and Africa (MEA) is an emerging market for frozen potatoes owing to the increasing demand for convenience and ready-to-cook food products. With the modification in the food habits of the people in the Middle East, the consumption of frozen potatoes would increase rapidly in the coming years.

## Middle East & Africa Frozen Potato Market Revenue and Forecast to 2030 (US\$ Million)

### Middle East & Africa Frozen Potato Market Segmentation

The Middle East & Africa frozen potato market is segmented into product type, end-user, and country.

Based on product type, the Middle East & Africa 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 Middle East & Africa frozen potato market in 2023.

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

Based on country, the Middle East & Africa frozen potato market is segmented into South Africa, Saudi Arabia, the UAE, Iran, and the Rest of Middle East & Africa. The

Rest of Middle East & Africa dominated the Middle East & Africa frozen potato market in 2023.

Agristo NV, Aviko B.V., Bart's Potato Company, Farm Frites International B.V., Greenyard, J.R. Simplot Company, Kipco Damaco NV, McCain, and The Kraft Heinz Co are some of the leading companies operating in the Middle East & Africa frozen potato market.

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