

# North America 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 North America frozen potato market is expected to grow from US\$ 23,733.53 million in 2023 to US\$ 33,031.90 million by 2030. It is estimated to grow at a CAGR of 4.8% from 2023 to 2030.

### Expansion of Quick Service Restaurants (QSRs) Fuel North America Frozen Potato Market

Fast-food and quick-service restaurants have now become the need of the hour for consumers. Due to the fast-paced lifestyle, people are increasingly prioritizing convenience. Moreover, due to the rising number of dual-income families and single-person households, people don't get enough time to focus on their personal lives. Therefore, they are seeking products that offer them convenience and help save their time and effort. Fast food restaurants and quick service restaurants (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 very less time and at affordable prices. Consumers now want convenience and quick service with their food. Quick-service restaurants cater to the need of the consumers as they offer sit and dine, along with numerous services such as drive-thru, takeout, and home delivery, which suits the modern lifestyle of the consumers. Due to the growth and expansion of these quick-service restaurants or QSRs, the demand for frozen potatoes has also increased. Products like frozen French fries, hash browns, and shaped and stuffed/topped potatoes are mostly demanded by the QSRs because frozen potato

requires less preparation time and is easy to use. This helps the QSRs to provide the consumers with their food quickly, which is the main strength of the quick-service restaurants.

## North America Frozen Potato Market Overview

The North America frozen potato market is segmented into the US, Canada, and Mexico. The region is one of the major markets for frozen potatoes due to the presence of a well-established food processing industry, rising trends of takeaway, dine-in, and on-the-go consumption, and string retail as well as the foodservice sector. Many significant frozen potato manufacturers including H.J. Heinz Company, J.R. Simplot Company, and McCain Foods Limited, among others are operating actively in the region. These companies have expanded their business across the region and hold significant market share as well. They have a widespread distribution network in the region which help them to cater to a large number of audiences. These factors are driving the growth of the North America frozen potato market during the forecast period.

## North America Frozen Potato Market Revenue and Forecast to 2030 (US\$ Million)

### North America Frozen Potato Market Segmentation

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

Based on product type, the North America 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 North America frozen potato market in 2023.

Based on end-user, the North America Frozen Potato Market is divided into residential and commercial. The commercial segment held a larger share of the North America frozen potato market in 2023.

Based on country, the North America frozen potato market is segmented into the US, Canada, and Mexico. The US dominated the North America frozen potato market in 2023.

Agristo NV, Aviko B.V., Bart's Potato Company, Greenyard, Himalaya Food International Ltd, J.R. Simplot Company, Lamb Weston Holdings Inc, Mccain, and The

Kraft Heinz Co are some of the leading companies operating in the North America frozen potato market.

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