

Scandinavian Frozen Potato and Sweet Potato Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By {Frozen Potato [French Fries, (Regular/Straight Cut Fries, Crinkle-Cut Fries, Other French Fries), Hash Brown, Shaped, Mashed, Battered/Cooked, Topped/Stuffed, Other Frozen Potato], Frozen Sweet Potato, [Fries, Nuggets and Puffs, Wedges, Hash Browns, Other Frozen Sweet Potato]}, Category (Organic and Conventional), End User (Food Service and Food Retail), and Country

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Abstracts

The Scandinavian frozen potato and sweet potato market size was valued at US\$ 402.48 million in 2023 and is projected to reach US\$ 564.28 million by 2031; it is expected to register a CAGR of 4.3% from 2023 to 2031.

Potatoes are among the major staple food products and are consumed either as fresh or in processed form. Over the past few years, people's lifestyle has changed dramatically. They are spending most of their time in their offices and workplaces. Therefore, due to lack of time, they prefer convenience, ready-to-eat, and instant food products that require minimum cooking time and effort. This factor is expected to significantly drive the frozen potato and sweet potato market globally. Also, the younger population and children love snacking during their free time. Frozen potatoes and sweet potatoes are widely consumed by children and younger people due to their crispy texture and the availability of different products with a variety of flavors and shapes.

These factors are also driving the growth of the frozen potato and sweet potato market.

The food service industry's expansion across Sweden, Norway, and Denmark plays a pivotal role in propelling the market for frozen potatoes and sweet potatoes. Restaurants, cafes, and fast-food outlets—the integral components of the food service sector—are increasingly incorporating frozen potato and sweet potato products into their offerings. This integration is driven by the products' versatility, ease of storage, and ability to reduce preparation times, thereby increasing operational efficiency. As these establishments strive to meet diverse culinary preferences and dietary needs, the demand for innovative and high-quality frozen potato products sees a marked increase. It expands the consumer base but encourages producers to innovate their offerings, providing lucrative growth opportunities for the market. According to Science Space, in Denmark, the fast-food industry has witnessed significant growth with the increasing number of branches of fast-food providers. McDonald's holds the largest market share, followed by Burger King and Sunset Boulevard. These outlets are present in major cities such as Copenhagen, Aarhus, and Odense.

Lamb Weston Holdings Inc, McCain Foods Ltd, JR Simplot Co, Agristo NV, Conagra Brands Inc, Aviko BV, Farm Frites International BV, Mondial Foods BV, Lutosa SA, and Agrarfrost GmbH & Co KG are the key players operating in the Scandinavian frozen potato and sweet potato market. These market players are focusing on providing high-quality, innovative products to fulfill customers' demands and increase their Scandinavian frozen potato and sweet potato market share.

The overall Scandinavian frozen potato and 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 Scandinavian frozen potato and sweet potato market.

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