

South & Central America Frozen French Fries Market Forecast to 2030 - Regional Analysis - by Product Type (Regular Fries, Crinkle-Cut Fries, Steak Fries, and Others), Category (Organic and Conventional), and End User (Retail and Foodservice)

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Abstracts

The South & Central America frozen French fries market is expected to grow from US\$ 3,891.63 million in 2022 to US\$ 5,860.51 million by 2030. It is estimated to grow at a CAGR of 5.3% from 2022 to 2030.

Expansion of Quick Service Restaurants Drive South & Central America Frozen French Fries Market

Fast-food and quick service restaurants (QSR) have gained strong traction as people increasingly prioritize convenience due to their fast-paced lifestyle. People are not able to focus on their personal lives owing to the rising number of dual-income families and single-person households. Therefore, they seek convenient products that help save time and effort. Fast food restaurants and 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 less time and at affordable prices.

Consumers now seek convenience and quick service with their food. Quick-service restaurants cater to the needs of the consumers as they offer to sit and dine, along with numerous services such as drive-thru, takeout, and home delivery, which suit the modern lifestyle of the consumers. Due to the growth and expansion of quick-service restaurants, the demand for frozen French fries has also increased. The QSRs mostly demand products such as frozen French fries, which require less preparation time and are easy to use. This helps the QSRs to provide the consumers with their food quickly. Thus, the expansion of quick service restaurants is driving the market growth.

South & Central America Frozen French Fries Market Overview

The South & Central America frozen French fries market is categorized into Brazil,

Argentina, and the Rest of South & Central America. The demand for frozen French fries is rising due to the rapidly transforming retail sector, increasing consumer access to different frozen French fries brands, and improving consumer lifestyles. Major retailers are increasing their cold storage capacities to cater to the rising demand for frozen food, which is expected to boost the South & Central America frozen French fries market growth during the forecast period.

A higher proportion of the South American population lives in urban areas. The growth of the South & Central America frozen French fries market in Brazil is mainly attributed to increasing disposable household income and the growing supermarket network. Further, the market for frozen French fries is rising with a lot of product innovation and a growing consumer base in Brazil and Argentina.

South & Central America Frozen French Fries Market Revenue and Forecast to 2030
(US\$ Million)

South & Central America Frozen French Fries Market Segmentation

The South & Central America frozen French fries market is segmented into product type, category, end user, and country.

Based on product type, the South & Central America frozen French fries market is segmented into regular fries, crinkle-cut fries, steak fries, and others. In 2022, the regular fries segment registered the largest share in the South & Central America frozen French fries market.

Based on category, the South & Central America frozen French fries market is bifurcated into organic and conventional. In 2022, the conventional segment registered the largest share in the South & Central America frozen French fries market.

Based on end user, the South & Central America frozen French fries market is segmented into retail and foodservice. In 2022, the foodservice segment registered the largest share in the South & Central America frozen French fries market.

Based on country, the South & Central America frozen French fries market is segmented into Brazil, Argentina, and the Rest of South & Central America. In 2022, the Rest of South & Central America registered the largest share in the South & Central America frozen French fries market.

Agristo NV, Aviko B.V., Bart's Potato Company, Farm Frites International B.V., J.R. Simplot Company, Lamb Weston Holdings Inc, McCain Foods Limited, and The Kraft Heinz Co are some of the leading companies operating in the South & Central America frozen French fries market.

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