

South & Central 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 South & Central America frozen potato market is expected to grow from US\$ 5,532.67 million in 2023 to US\$ 7,299.25 million by 2030. It is estimated to grow at a CAGR of 4.0% from 2023 to 2030.

Use of Innovative Technologies Drive South & Central America Frozen Potato Market

The frozen potato industry has started to use innovative and advanced technologies to provide better quality to consumers. Manufacturers are increasingly using advanced refrigeration techniques in the frozen potato industry. Many of these innovative technologies are in the development stage and require high capital. Some of these technologies provide energy saving, while some provide high-quality advantages. Other innovative freezing technologies such as hydro-fluidization and impingement are also emerging at a rapid pace in the market. The manufacturers believe that fast freezing without the formation of small ice crystals offer quality advantages to frozen potato products. Thus, this is becoming a driving trend in the South & Central America frozen potato market.

South & Central America Frozen Potato Market Overview

The South and Central America region consists of several developed and developing economies, such as Brazil, Argentina, and the Rest of South and Central America. The Rest of South and Central America held the largest share in the South and Central

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

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

South & Central America Frozen Potato Market Segmentation

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

Based on product type, the South & Central 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 South & Central America frozen potato market in 2023.

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

Based on country, the South & Central America frozen potato market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the share of the South & Central America 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, Lamb Weston Holdings Inc, McCain, and The Kraft Heinz Co are some of the leading companies operating in the South & Central America frozen potato market.

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