

UAE Frozen French Fries Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Regular Fries, Crinkle-Cut Fries, Steak-Fries, and Others), Category (Conventional and Organic), and End User [Food Retail (Supermarkets and Hypermarkets, Convenience Stores, and Online Retail) and Food Service (Quick Service Restaurants, Fine Dining Restaurants, Cafes and Bars, and Others)]

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Abstracts

The UAE frozen French fries market was valued at US\$ 197.60 million in 2024 and is projected to reach US\$ 279.78 million by 2031; it is anticipated to record a CAGR of 5.1% from 2025 to 2031.

The frozen French fries market in the UAE has experienced massive growth over the past few years, primarily because of the thriving food service sector and an increasing demand for convenience foods from consumers. Rapid urbanization and changes in lifestyle brought about more fast-food outlets and casual dining establishments and this gave way to huge demand for quality frozen potato products. The youth population in UAE is growing, and disposable incomes are increasing. The diversified expatriate population in the UAE is another factor that increases consumption. Key players are expanding their product lines, concentrating on new flavors as well as healthier options to attract health-conscious consumers. The trend toward delivery and takeout services has also increased demand for frozen fries because they are ready to serve and cook.

Based on the product type, the UAE frozen French fries market is segmented into

regular fries, crinkle-cut fries, steak-fries, and others. The regular fries accounted for the largest UAE frozen French fries market share in 2024. Regular fries, also known as standard cut, are the popular and typical French fries cut to a medium thickness of around a quarter inch, making them uniform and consistent in their shape and size. These French fries can be paired with a variety of seasonings and coatings, enhancing the flavor. This shape and size allow for even and quick cooking on all sides, and it is great for eating with burgers, sandwiches, and meat and seafood appetizers. They are a popular side dish in burger joints, fast-food restaurants, and cafes. Regular French fries are thinner than steak fries, usually cut into pieces between 1/4 and 1/8 inch thick. They are often salted and may be served with vinegar, ketchup, mayonnaise, tomato sauce, or other local specialties.

Based on the category, the UAE frozen French fries market is segmented into conventional and organic. The conventional segment accounted for the largest UAE frozen French fries market share in 2024. These frozen French fries are produced from conventionally grown potatoes. Synthetic fertilizers, pesticides, insecticides, herbicides, and fungicides are used in conventional potato farming. Growers usually use genetically modified organisms or genetically modified crop varieties to deliver consistent crop yields. Conventional farming involves planting these crops in full, direct sunlight, which leads to rapid crop growth. Conventional frozen French fries are cheaper than organic ones; however, the use of chemicals and fertilizers in conventional farming primarily affects the end product's health and nutrient levels.

Key players in the UAE frozen French fries market include McCain Foods Ltd, AJC International Inc, Lamb Weston Holdings Inc, BRF SA, Seara Foods, Al Kabeer Frozen Foods, Sunbulah Group, Farm Frites International BV, Americana Foods, and Saudia Dairy & Foodstuff Company (SADAFSCO). Players operating in the market focus on providing high-quality products to fulfill customer demand. Also, they focus on adopting various strategies such as new product launches, collaborations, and others in order to stay competitive in the market. For instance, in June 2022, McCain Foods Ltd acquired the predictive crop intelligence portfolio from Resson, an analytics technology firm enhancing farming efficiency. This acquisition is pivotal to McCain Foods Ltd.'s innovation to use digital technology to transform agriculture. Also, in November 2024, BRF SA announced the acquisition of a modern processed foods plant in Henan province, China. The facility has two food processing lines, with a current capacity of approximately 30,000 tons annually.

The overall UAE frozen French fries 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 related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of 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 UAE frozen French fries market.

Reason to buy

Progressive industry trends in the UAE frozen French fries market to help players develop effective long-term strategies

Business growth strategies adopted by developed and developing markets

Quantitative analysis of the UAE frozen French fries market from 2021 to 2031

Estimation of the demand for frozen French fries across various industries

Porter's Five Forces analysis to illustrate the efficacy of buyers and suppliers operating in the industry to predict market growth

Recent developments to understand the competitive market scenario and the demand for frozen French fries market across the UAE

Market trends and outlook coupled with factors driving and restraining the growth of the UAE frozen French fries market.

Decision-making process by understanding strategies that underpin commercial interest concerning the UAE frozen French fries market growth

The UAE frozen French fries market size at various nodes of the market

Detailed overview and segmentation of the UAE frozen French fries market as well as its dynamics in the industry

The frozen French fries market size across the UAE with promising growth opportunities

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