

# **Frozen French Fries Market Size, Share, and Outlook, 2025 Report- By Type (Classic Fries, Waffle Fries, Curly Fries), Application (Residential, Commercial), Distribution Channel (Online, Offline), and Companies, 2021-2032**

<https://marketpublishers.com/r/F3F21A6EB7A5EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: F3F21A6EB7A5EN

## **Abstracts**

### Frozen French Fries Market Outlook

The global Frozen French Fries market is expected to register a growth rate of 4.6% during the forecast period from \$43.5 Billion in 2024 to \$62.3 Billion in 2032. The Frozen French Fries market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Frozen French Fries segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Classic Fries, Waffle Fries, Curly Fries), Application (Residential, Commercial), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Frozen French Fries markets.

### Frozen French Fries Market Insights, 2025

The frozen French fries market continues to thrive due to the widespread expansion of fast-food chains, quick-service restaurants, and casual dining formats across developed and emerging markets. As chains like McDonald's, Burger King, and regional QSRs scale operations, the demand for consistently high-quality, ready-to-fry potato products is rising. On the retail side, innovations such as air-fryer friendly fries, seasoned variants, and organic or non-GMO offerings have expanded consumer choices and

usage occasions. Retailers like Tesco, Costco, and Carrefour are capitalizing on increased home snacking trends by offering multi-size packs, healthier formats, and premium product lines. The global potato processing industry is also becoming more efficient with cold-chain advancements, enabling better export capabilities and reduced spoilage. This ecosystem of foodservice and retail demand ensures that frozen French fries remain a cornerstone of the global convenience food sector.

## Five Trends that will define global Frozen French Fries market in 2025 and Beyond

A closer look at the multi-million global market for Frozen French Fries identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Frozen French Fries companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Frozen French Fries industry?

The Frozen French Fries sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Frozen French Fries Market Segment Insights

The Frozen French Fries industry presents strong offers across categories. The analytical report offers forecasts of Frozen French Fries industry performance across segments and countries. Key segments in the industry include By Type (Classic Fries, Waffle Fries, Curly Fries), Application (Residential, Commercial), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Frozen French Fries market size outlook is provided for 22 countries across these regions.

## Market Value Chain

The chapter identifies potential companies and their operations across the global Frozen French Fries industry ecosystem. It assists decision-makers in evaluating global Frozen French Fries market fundamentals, market dynamics, and disruptive trends across the value chain segments.

## Scenario Analysis and Forecasts

Strategic decision-making in the Frozen French Fries industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

## Asia Pacific Frozen French Fries Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

## The State of Europe Frozen French Fries Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Frozen French Fries with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Frozen French Fries market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Frozen French Fries market Insights Executives are most excited about opportunities for the US Frozen French Fries industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Frozen French Fries companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Frozen French Fries market.

Latin American Frozen French Fries market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Frozen French Fries Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Frozen French Fries markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Frozen French Fries markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Frozen French Fries companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Ore-Ida (part of Kraft Heinz), Cascadian Farm (part of General Mills), Alexia Foods, Inc. (Conagra Brands), Trader Joe's Company, Checkers Drive-In Restaurants, Inc, Arby's Restaurant Group, Inc. (Inspire Brands), McCain Foods Limited, The Kroger Co., Podravka d.d., Agrarfrost GmbH and Co. KG, Aviko BV, Bart's Potato Company.

## Frozen French Fries Market Scope

### Leading Segments

#### By Type

Classic Fries

Waffle Fries

Curly Fries

#### By Application

Residential

Commercial

#### By Distribution Channel

Online

Offline

### Leading Companies

Ore-Ida (part of Kraft Heinz)

Cascadian Farm (part of General Mills)

Alexia Foods, Inc. (Conagra Brands)

Trader Joe's Company

Checkers Drive-In Restaurants, Inc

Arby's Restaurant Group, Inc. (Inspire Brands)

McCain Foods Limited

The Kroger Co.

Podravka d.d.

Agrarfrost GmbH and Co. KG

Aviko BV

Bart's Potato Company

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

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Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

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Classic Fries

Waffle Fries

Curly Fries

### By Application

Residential

Commercial

### By Distribution Channel

Online

Offline

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Cascadian Farm (part of General Mills)

Alexia Foods, Inc. (Conagra Brands)

Trader Joe's Company

Checkers Drive-In Restaurants, Inc

Arby's Restaurant Group, Inc. (Inspire Brands)

McCain Foods Limited

The Kroger Co.

Podravka d.d.

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