

Frozen Potato Market Size, Share, and Outlook, 2025 Report- By Type (French Fries, Hash Brown, Shapes, Mashed, Sweet Potatoes and Yam, Battered and Cooked, Twice Baked, Topped and Stuffed, Others), Distribution Channel (Supermarkets and Hypermarkets, Grocery Shops, Convenience Stores, Online, Others), End-Use (Commercial, Residential), and Companies, 2021-2032

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Abstracts

Frozen Potato Market Outlook

The global Frozen Potato market is expected to register a growth rate of 4.6% during the forecast period from \$70.3 Billion in 2024 to \$100.7 Billion in 2032. The Frozen Potato 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 Potato segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (French Fries, Hash Brown, Shapes, Mashed, Sweet Potatoes and Yam, Battered and Cooked, Twice Baked, Topped and Stuffed, Others), Distribution Channel (Supermarkets and Hypermarkets, Grocery Shops, Convenience Stores, Online, Others), End-Use (Commercial, Residential). Over 70 tables and charts showcase findings from our latest survey report on Frozen Potato markets.

Frozen Potato Market Insights, 2025

The frozen potato market is thriving on the back of global snackification trends and the expansion of private label products in retail stores. Consumers are increasingly replacing traditional meals with snack-like offerings, and frozen potato products such as wedges, hash browns, and tater tots fit perfectly into this new eating pattern. Supermarkets across North America and Europe are rapidly expanding their private label portfolios to include gourmet and specialty frozen potato items, often at competitive prices. Technological improvements in potato freezing—preserving flavor and texture—have made these products highly attractive even for culinary applications at home. As consumer interest shifts toward home-cooked meals with minimal effort, the demand for diverse frozen potato formats is expanding. With health-conscious innovations like low-oil and air fryer-compatible options, the segment is poised for robust growth across both traditional and digital grocery channels.

Five Trends that will define global Frozen Potato market in 2025 and Beyond

A closer look at the multi-million global market for Frozen Potato identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Frozen Potato 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 Potato industry?

The Frozen Potato 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 Potato Market Segment Insights

The Frozen Potato industry presents strong offers across categories. The analytical report offers forecasts of Frozen Potato industry performance across segments and countries. Key segments in the industry include By Type (French Fries, Hash Brown, Shapes, Mashed, Sweet Potatoes and Yam, Battered and Cooked, Twice Baked, Topped and Stuffed, Others), Distribution Channel (Supermarkets and Hypermarkets,

Grocery Shops, Convenience Stores, Online, Others), End-Use (Commercial, Residential). 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 Potato 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 Potato industry ecosystem. It assists decision-makers in evaluating global Frozen Potato market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Frozen Potato 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 Potato 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 Potato 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 Potato 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 Potato market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Frozen Potato 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 Potato market.

Latin American Frozen Potato 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 Potato 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 Potato 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 Potato markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Frozen Potato 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 McCain Foods Limited, Lamb Weston Holdings, Inc., J.R. Simplot Company, Aviko BV, Bart's Potato Company, Agrarfrost GmbH and Co. KG, Agristo NV, The Kraft Heinz Company, Himalya International Ltd., Royal Cosun (Koninklijke Coöperatie Cosun UA), Iceland Foods Ltd., Ocado Group plc, Wattie's (Heinz Wattie's Limited).

Frozen Potato Market Scope

Leading Segments

By Type

French Fries

Hash Brown

Shapes

Mashed

Sweet Potatoes and Yam

Battered and Cooked

Twice Baked

Topped and Stuffed

Others

By Distribution Channel

Supermarkets and Hypermarkets

Grocery Shops

Convenience Stores

Online

Others

By End-Use

Commercial

Residential

Leading Companies

McCain Foods Limited

Lamb Weston Holdings, Inc.

J.R. Simplot Company

Aviko BV

Bart's Potato Company

Agrarfrost GmbH and Co. KG

Agristo NV

The Kraft Heinz Company

Himalya International Ltd.

Royal Cosun (Koninklijke Coöperatie Cosun UA)

Iceland Foods Ltd.

Ocado Group plc

Wattie's (Heinz Wattie's Limited)

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi 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.

Get an integrated understanding of the entire market ecosystem and companies.

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.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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 - Aviko BV
 - Bart's Potato Company

Agrarfrost GmbH and Co. KG
Agristo NV
The Kraft Heinz Company
Himalya International Ltd.
Royal Cosun (Koninklijke Coöperatie Cosun UA)
Iceland Foods Ltd.
Ocado Group plc
Wattie's (Heinz Wattie's Limited)

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