

## **India Frozen Finger Chips Market Report and Forecast 2023-2028**

Market Report | 2023-09-25 | 145 pages | EMR Inc.

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### **Report description:**

India Frozen Finger Chips Market Report and Forecast 2023-2028

#### Market Outlook

According to the report by Expert Market Research (EMR), the India frozen finger chips market reached a value of USD 174.24 million in 2022. Aided by the growing affinity for western-style fast foods and the increasing prominence of quick-service restaurants (QSRs), the market is projected to further grow at a CAGR of 9.78% between 2023 and 2028 to reach a value of USD 310.98 million by 2028.

Frozen finger chips, commonly known as French fries or simply fries, are thin strips of potatoes that are deep-fried and frozen to maintain freshness and extend shelf life. They serve as a popular snack or side dish across various dining settings, from casual eateries to more formal restaurants. In India, these chips have gained immense popularity due to their delightful taste, convenience, and the growing western influence in food preferences.

A key driver for the escalating India frozen finger chips market growth is the soaring popularity of fast-food chains like McDonald's, KFC, and Burger King. These QSRs, which often serve fries as an integral part of their menu, have become more ubiquitous across major cities and even in tier 2 and tier 3 towns. This expansion has paved the way for a surge in demand for frozen finger chips.

Another contributing factor to the rising demand for frozen finger chips in India is the rapid urbanisation and the hectic lifestyles of city dwellers. With time becoming a luxury, many urbanites look for ready-to-cook and convenient food options that do not compromise on taste. Frozen finger chips, which can be stored for extended periods and cooked swiftly, fit perfectly into this paradigm, offering both taste and convenience.

Moreover, the continuous innovation in flavours, catering to the Indian palate, has further spurred India frozen finger chips market demand. Brands are consistently launching variants infused with Indian spices, such as peri-peri, masala, and chili, thereby appealing to local tastes while keeping the western snack's essence intact.

In addition to QSRs and urban lifestyles, the burgeoning retail sector, particularly supermarkets and hypermarkets in India, has significantly impacted the frozen finger chips market. The growth and expansion of organised retail have made frozen foods, including finger chips, more accessible to the average consumer. Enhanced cold storage facilities and the increasing penetration of refrigerators in Indian households also play pivotal roles in influencing the India frozen finger chips market outlook.

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## Market Segmentation

The market can be divided based on type, distribution channel, application, and end use.

### Market Breakup by Type

- Plain
- Masala/Seasoned

### Market Breakup by Distribution Channel

- Distributors
- Direct Purchase
- Hypermarket and Supermarket
- Convenience Store
- Online
- Others

### Market Breakup by Application

- Institutional
- Retail

### Market Breakup by End Use

- Quick Service Restaurants (QSR)
- Household
- Pub, Bar, Club, and Lounge (PBCL)
- Restaurants
- Others

### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

## Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the India frozen finger chips market. Some of the major players explored in the report by Expert Market Research are as follows:

- McCain Foods Limited
- Iscon Balaji Foods Private Limited
- ITC Limited
- Gujarat Cooperative Milk Marketing Federation (Amul)
- Godrej Agrovet Limited
- HyFun Foods
- Others

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