

North America Frozen Sweet Potato Hash Brown and Tater Shots Market Forecast to 2030 - Regional Analysis - by Product Type (Hash Brown and Tater Shots) and End Use (Residential and Commercial)

Market Report | 2023-10-27 | 113 pages | The Insight Partners

AVAILABLE LICENSES:

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

Report description:

The North America frozen sweet potato hash brown and tater shots market is expected to grow from US\$ 41.09 million in 2023 to US\$ 55.76 million by 2030. It is estimated to grow at a CAGR of 4.5% from 2023 to 2030.

Escalating Sales of Frozen Snacks via E-Commerce Platforms Drive North America Frozen Sweet Potato Hash Brown and Tater Shots Market

The emergence of e-commerce has resulted in considerable changes in the way people shop and purchase food products. The growing penetration of smartphones and the internet, quick access to emerging technologies, rising purchasing power, and convenience provided by online retail shopping platforms are among the key factors bolstering e-commerce. According to the US Department of Commerce Retail Indicator Division, e-commerce sales in the US reached US\$ 870 billion in 2021, up by 14.2% from 2020. Furthermore, online sales for groceries grew by 170% in 2021 compared to the previous year, accounting for 9.6% of total grocery sales in the US.

People increasingly prefer online retail platforms for purchasing frozen foods. According to American Frozen Food Institute, online sales of frozen food products, including frozen snacks, increased by 75% in 2020. The online sales of food and beverages grew significantly during the COVID-19 outbreak due to the shutdown of brick-and-mortar stores and the imposition of several social restrictions by governments of various countries across the globe. With the rising penetration of e-commerce across multiple geographies, the manufacturers of frozen foods such as Conagra Brands Inc are also enhancing their online presence by selling products through Amazon, Tesco, Walmart, and other well-known e-commerce platforms. The growing adoption of e-commerce platforms is eliminating the dependency on offline retail stores. Thus, the rising sales of frozen snacks via e-commerce platforms

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are contributing to the growth of the North America frozen sweet potato hash brown and tater shots market.

North America Frozen Sweet Potato Hash Brown and Tater Shots Market Overview

Frozen potato products are among the widely consumed food in North America, as potato dishes are a staple food in the region. There is a high demand for frozen products such as sweet potato hash brown and tater shots due to the rising demand for nutritious and ready-to-eat products, owing to the busy lifestyle and shift in consumer behavior toward convenience food. According to a report published by the American Frozen Food Institute (AFFI) in 2021, several categories of frozen food such as breakfast foods, novelties, appetizers, and potatoes, witnessed growth in sales in 2020, which continued to rise in 2021. Additionally, a report released by AFFI in 2023 revealed that the sales of frozen food at retail increased from US\$ 52.8 billion in 2018 to US\$ 72.2 billion in 2023. The revenue generated from sales of frozen food through online outlets has grown from 0.9% in 2019 to 2.9% in 2023. Moreover, 29% of consumers have reported expanding their freezer capacity since the onset of the COVID-19 pandemic. North America marks the presence of several frozen sweet potato hash brown and tater shots manufacturers such as Lamb Weston Holdings Inc, J R Simplot Company, Handy Food Innovation Ltd, Dr. Praeger's Sensible Foods LLC, B&G Foods Inc, and Conagra Brands Inc. Therefore, rising preference for frozen food consisting of breakfast options, shift in consumer preferences toward healthy food, and well-established frozen food manufacturing infrastructure in North America are a few of the key factors boosting the demand for frozen sweet potato hash brown and tater shots market.

North America Frozen Sweet Potato Hash Brown and Tater Shots Market Revenue and Forecast to 2030 (US\$ Million)

North America Frozen Sweet Potato Hash Brown and Tater Shots Market Segmentation

The North America frozen sweet potato hash brown and tater shots market is segmented into product type, end use, and country.

Based on product type, the North America frozen sweet potato hash brown and tater shots market is bifurcated into hash brown and tater shots. In 2023, the tater shots segment registered a larger share in the North America frozen sweet potato hash brown and tater shots market.

Based on end use, the North America frozen sweet potato hash brown and tater shots market is bifurcated into residential and commercial. In 2023, the commercial registered a larger share in the North America frozen sweet potato hash brown and tater shots market.

Based on country, the North America frozen sweet potato hash brown and tater shots market is segmented into the US, Canada, Mexico. In 2023, the US segment registered a largest share in the North America frozen sweet potato hash brown and tater shots market.

Lamb Weston Holdings Inc, J.R. Simplot Company, Handy Food Innovation Ltd, Dr. Praeger's Sensible Foods LLC, B&G Foods Inc, and Conagra Brands Inc are some of the leading companies operating in the North America frozen sweet potato hash brown and tater shots market.

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