

## **Europe Frozen Potato Market Forecast to 2030 - Regional Analysis - by Product Type (French Fries, Hash Brown, Shaped, Mashed, Battered/Cooked, Topped/Stuffed, and Others) and End-User (Residential and Commercial)**

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### **Report description:**

The Europe frozen potato market is expected to grow from US\$ 20,012.83 million in 2023 to US\$ 26,955.36 million by 2030. It is estimated to grow at a CAGR of 4.3% from 2023 to 2030.

#### **Rising Demand for Convenience Food Fuel Europe Frozen Potato Market**

There is a surge in demand for frozen food due to the rising purchasing power and growing consumer preference toward ready-to-eat convenience food items. The preference for ready-to-eat, microwavable, and ready-to-prepare food products is rising significantly as they are highly suitable for on-the-go consumption and require minimal preparation time. The number of dual-income families in developed countries such as Germany, and the UK is rising substantially. People find it hard to manage work as well as household chores due to lack of time. Therefore, they prefer to eat out or consume ready-to-eat products that require minimal preparation and cooking efforts. In addition, the number of single or two-person households are growing in various developed nations such as the some European the UK, Germany, etc. Frozen food products are also growing in demand as they have an extended shelf-life, are suitable for single-person consumption, and can be prepared in very less time. Frozen potato satisfies this need of the consumers and is readily available in retail outlets or stores as well as various fast-food chains, hotels, and quick-service restaurants. The rise in the number of retail outlets, convenience stores, and supermarkets has increased the availability of ready-to-eat food, propelling the frozen potato industry to new heights. Fast-food franchises such as McDonald's, Wendy's, Johnny Rocket, KFC, Burger King, and Hardy's substantially impact the Europe frozen potato market. Frozen potatoes give the same benefits and taste as fresh potatoes but have a longer shelf life, which is boosting the market growth. Furthermore, foods such as French fries and wedges are becoming increasingly popular globally, particularly among children and youth, which is catalyzing the growth of the Europe frozen potato market.

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## Europe Frozen Potato Market Overview

The frozen potato market in Europe is divided into France, Italy, the UK, Russia, Spain, Netherlands, and the Rest of Europe. Transforming lifestyles, changing consumption habits, and preference for quick-snacking items are influencing the Europe frozen potato market growth in Europe. The growing population and rising disposable income, coupled with busy lifestyles, led to the consumption of convenience food, driving the demand for frozen potato products such as French fries, hash brown, mashed potato, potato gems, and others. The rising trend of food on the go in France, Italy, the UK, and Spain is one of the significant factors boosting the expansion of quick-service restaurants and fast-food joints. These restaurants serve various snacking items that are easy to consume on the go and require less preparation time. Frozen potato products need very minimal preparation. These products are cooked just by deep frying or baking. Thus, the hassle-free, and quick preparation required for frozen potato products is driving their demand among European consumers, especially among the younger population and working professionals. This further propels the Europe frozen potato market in Europe.

## Europe Frozen Potato Market Revenue and Forecast to 2030 (US\$ Million)

### Europe Frozen Potato Market Segmentation

The Europe frozen potato market is segmented into product type, end-user, and country.

Based on product type, the Europe frozen potato market is segmented into French fries, hash brown, shaped, mashed, battered/cooked, topped/stuffed, and others. The French fries segment accounted the largest share of the Europe frozen potato market in 2023.

Based on end-user, the Europe Frozen Potato Market is divided into residential and commercial. The commercial segment held a larger share of the Europe frozen potato market in 2023.

Based on country, the Europe frozen potato market is segmented into Germany, the UK, France, Italy, Spain, Russia, Netherlands, and the Rest of Europe. The Rest of Europe dominated the Europe frozen potato market in 2023.

Agristo NV, Aviko B.V., Bart's Potato Company, Farm Frites International B.V., Greenyard, J.R. Simplot Company, Kipco Damaco NV, Lamb Weston Holdings Inc, McCain, and The Kraft Heinz Co are some of the leading companies operating in the Europe frozen potato market.

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