

Europe and Middle East & Africa Frozen Potato Market Size and Forecast (2020 - 2030), Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: 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 and Middle East & Africa frozen potato market size was valued at US\$ 23.97 billion in 2022 and is projected to reach US\$ 34.61 billion by 2030; it is expected to register a CAGR of 4.7% from 2022 to 2030.

Manufacturers operating in the frozen potato industry have started using innovative and advanced technologies to provide better food quality to consumers. They are increasingly using advanced refrigeration techniques in the frozen snacks industry. Many of these innovative technologies are in development and require high capital. A few of these technologies provide energy-saving and high-quality advantages. For instance, according to research conducted by scientists at the US Department of Agriculture's Agricultural Research Service (ARS) and the University of California-Berkeley, the use of isochoric freezing technology instead of isobaric technology can keep food fresh without forming ice crystals and help achieve energy saving and lower carbon emissions. Other innovative freezing technologies, such as hydro-fluidization and impingement are also emerging rapidly in the market. The manufacturers are focused on fast-freezing products without forming small ice crystals, offering quality advantages to frozen potato products. Thus, the deployment of different innovative technologies for freezing potato products is expected to fuel market growth in the coming years.

In recent years, Due to the growth and expansion of quick-service restaurants across various developing countries such as Jordan, Morocco, Bahrain, and Lebanon, the demand for frozen potato products has also increased. The QSRs mostly demand products such as frozen French fries, hash browns, mashed, etc., which require less preparation time and are easy to use. This helps the QSRs to quickly provide food to the consumers. Thus, the expansion of QSRs in developing countries in Europe, and Middle East &

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Africa is expected to offer lucrative opportunities for the frozen potato market players during the forecast period.

The rising trend of food takeaways in France, Italy, the UK, and Spain is one of the significant factors driving the expansion of quick-service restaurants (QSRs) and fast-food joints. These restaurants serve snacking items that are easy to consume on the go and require less preparation time. Frozen French fries need minimal preparation, as they are cooked by deep frying or baking. Thus, the hassle-free and quick preparation of frozen French fries drives their demand among European consumers, especially the younger and working population.

Aviko B.V., Agristo NV, Lamb Weston Holdings Inc, McCain, Farm Frites International B.V., Strong Roots, Mondial Foods, General Mills, Bird's Eye Limited and Sunbulah Group are the key players operating in the Europe and Middle East & Africa frozen potato market. These market players are focusing on providing high-quality, innovative products to fulfill customers' demands and increase their Europe and Middle East & Africa frozen potato market share.

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The overall Europe and Middle East & Africa frozen potato market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information about the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights into the topic. Participants in this process include industry experts, such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants, such as valuation experts, research analysts, and key opinion leaders, specializing in the Europe and Middle East & Africa frozen potato market.

Table of Contents:

TABLE OF CONTENTS

- 1. Introduction
 - 1.1 The Insight Partners Research Report Guidance
 - 1.2 Market Segmentation
- 2. Executive Summary
 - 2.1 Key Market Insights
- 3. Research Methodology
 - 3.1 Coverage
 - 3.2 Secondary Research
 - 3.3 Primary Research
 - 3.4 Limitations and Assumptions
- 4. Europe and Middle East & Africa Frozen Potato Market Landscape
 - 4.1 Overview
 - 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
 - 4.3 Ecosystem Analysis

- 4.3.1 Raw Material Suppliers:
- 4.3.2 Manufacturers:
- 4.3.3 Distributors or Suppliers:
- 4.3.4 End Users:
- 4.4 List of Vendors
- 5. Europe and Middle East & Africa Frozen Potato Market - Key Industry Dynamics
 - 5.1 Market Drivers
 - 5.1.1 Convenience Offered by Frozen Potato
 - 5.1.2 Strategic Development Initiatives by Key Market Players
 - 5.2 Market Restraints
 - 5.2.1 Increasing Preference for Fresh and Natural Products
 - 5.3 Market Opportunities
 - 5.3.1 Expansion of Quick Service Restaurants in Developing Countries
 - 5.4 Future Trends
 - 5.4.1 Deployment of Innovative Technologies
 - 5.5 Impact of Drivers and Restraints:
- 6. Frozen Potato Market - Europe and Middle East & Africa Market Analysis
 - 6.1 Europe and Middle East & Africa Frozen Potato Market Revenue (US\$ Million), 2020 - 2030
 - 6.2 Europe and Middle East & Africa Frozen Potato Market Volume (Kilo Tons), 2020 - 2030
 - 6.3 Europe and Middle East & Africa Frozen Potato Market Forecast and Analysis
- 7. Europe and Middle East & Africa Frozen Potato Market Analysis - Product Type
 - 7.1 French Fries
 - 7.1.1 Overview
 - 7.1.2 French Fries Market Revenue and Forecast to 2030 (US\$ Million)
 - 7.1.3 French Fries Market Volume and Forecast to 2030 (Kilo Tons)
 - 7.2 Hash Brown
 - 7.2.1 Overview
 - 7.2.2 Hash Brown Market Revenue and Forecast to 2030 (US\$ Million)
 - 7.2.3 Hash Brown Market Volume and Forecast to 2030 (Kilo Tons)
 - 7.3 Shaped
 - 7.3.1 Overview
 - 7.3.2 Shaped Market Revenue and Forecast to 2030 (US\$ Million)
 - 7.3.3 Shaped Market Volume and Forecast to 2030 (Kilo Tons)
 - 7.4 Mashed
 - 7.4.1 Overview
 - 7.4.2 Mashed Market Revenue and Forecast to 2030 (US\$ Million)
 - 7.4.3 Mashed Market Volume and Forecast to 2030 (Kilo Tons)
 - 7.5 Battered/Cooked
 - 7.5.1 Overview
 - 7.5.2 Battered/Cooked Market Revenue and Forecast to 2030 (US\$ Million)
 - 7.5.3 Battered/Cooked Market Volume and Forecast to 2030 (Kilo Tons)
 - 7.6 Topped/Stuffed
 - 7.6.1 Overview
 - 7.6.2 Topped/Stuffed Market Revenue and Forecast to 2030 (US\$ Million)
 - 7.6.3 Topped/Stuffed Market Volume and Forecast to 2030 (Kilo Tons)
 - 7.7 Others
 - 7.7.1 Overview

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- 7.7.2 Others Market Revenue and Forecast to 2030 (US\$ Million)
- 7.7.3 Others Market Volume and Forecast to 2030 (Kilo Tons)
- 8. Europe and Middle East & Africa Frozen Potato Market Analysis - End User
 - 8.1 Residential
 - 8.1.1 Overview
 - 8.1.2 Residential Market Revenue, and Forecast to 2030 (US\$ Million)
 - 8.2 Commercial
 - 8.2.1 Overview
 - 8.2.2 Commercial Market Revenue, and Forecast to 2030 (US\$ Million)
- 9. Europe and Middle East & Africa Frozen Potato Market - Geographical Analysis
 - 9.1 Europe
 - 9.1.1 Europe Frozen Potato Market Overview
 - 9.1.2 Europe Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.1.3 Europe Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
 - 9.1.4 Europe Frozen Potato Market Breakdown by Product Type
 - 9.1.4.1 Europe Frozen Potato Market Revenue and Forecasts and Analysis - By Product Type
 - 9.1.4.2 Europe Frozen Potato Market Volume and Forecasts and Analysis - By Product Type
 - 9.1.5 Europe Frozen Potato Market Breakdown by End User
 - 9.1.5.1 Europe Frozen Potato Market Revenue and Forecasts and Analysis - By End User
 - 9.1.6 Europe Frozen Potato Market Revenue and Forecasts and Analysis - By Countries
 - 9.1.6.1 Europe Frozen Potato Market Breakdown by Countries
 - 9.1.6.2 Germany Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.1.6.3 Germany Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
 - 9.1.6.3.1 Germany Frozen Potato Market Breakdown by Product Type
 - 9.1.6.3.2 Germany Frozen Potato Market Breakdown by End User
 - 9.1.6.4 UK Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.1.6.5 UK Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
 - 9.1.6.5.1 UK Frozen Potato Market Breakdown by Product Type
 - 9.1.6.5.2 UK Frozen Potato Market Breakdown by End User
 - 9.1.6.6 France Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.1.6.7 France Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
 - 9.1.6.7.1 France Frozen Potato Market Breakdown by Product Type
 - 9.1.6.7.2 France Frozen Potato Market Breakdown by End User
 - 9.1.6.8 Italy Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.1.6.9 Italy Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
 - 9.1.6.9.1 Italy Frozen Potato Market Breakdown by Product Type
 - 9.1.6.9.2 Italy Frozen Potato Market Breakdown by End User
 - 9.1.6.10 Spain Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.1.6.11 Spain Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
 - 9.1.6.11.1 Spain Frozen Potato Market Breakdown by Product Type
 - 9.1.6.11.2 Spain Frozen Potato Market Breakdown by End User
 - 9.1.6.12 Rest of Europe Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.1.6.13 Rest of Europe Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
 - 9.1.6.13.1 Rest of Europe Frozen Potato Market Breakdown by Product Type
 - 9.1.6.13.2 Rest of Europe Frozen Potato Market Breakdown by End User
 - 9.2 Middle East & Africa
 - 9.2.1 Middle East & Africa Frozen Potato Market Overview

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- 9.2.2 Middle East & Africa Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
- 9.2.3 Middle East & Africa Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
- 9.2.4 Middle East & Africa Frozen Potato Market Breakdown by Product Type
 - 9.2.4.1 Middle East & Africa Frozen Potato Market Revenue and Forecasts and Analysis - By Product Type
 - 9.2.4.2 Middle East & Africa Frozen Potato Market Volume and Forecasts and Analysis - By Product Type
- 9.2.5 Middle East & Africa Frozen Potato Market Breakdown by End User
 - 9.2.5.1 Middle East & Africa Frozen Potato Market Revenue and Forecasts and Analysis - By End User
- 9.2.6 Middle East & Africa Frozen Potato Market Revenue and Forecasts and Analysis - By Countries
 - 9.2.6.1 Middle East & Africa Frozen Potato Market Breakdown by Countries
 - 9.2.6.2 Saudi Arabia Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.2.6.3 Saudi Arabia Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
 - 9.2.6.3.1 Saudi Arabia Frozen Potato Market Breakdown by Product Type
 - 9.2.6.3.2 Saudi Arabia Frozen Potato Market Breakdown by End User
 - 9.2.6.4 UAE Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.2.6.5 UAE Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
 - 9.2.6.5.1 UAE Frozen Potato Market Breakdown by Product Type
 - 9.2.6.5.2 UAE Frozen Potato Market Breakdown by End User
 - 9.2.6.6 South Africa Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.2.6.7 South Africa Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
 - 9.2.6.7.1 South Africa Frozen Potato Market Breakdown by Product Type
 - 9.2.6.7.2 South Africa Frozen Potato Market Breakdown by End User
 - 9.2.6.8 Rest of Middle East & Africa Frozen Potato Market Revenue and Forecasts to 2030 (US\$ Million)
 - 9.2.6.9 Rest of Middle East & Africa Frozen Potato Market Volume and Forecasts to 2030 (Kilo Tons)
 - 9.2.6.9.1 Rest of Middle East & Africa Frozen Potato Market Breakdown by Product Type
 - 9.2.6.9.2 Rest of Middle East & Africa Frozen Potato Market Breakdown by End User
- 10. Europe and Middle East & Africa Frozen Potato Market - Impact of COVID-19 Pandemic
- 10.1 Pre & Post COVID-19 Impact
- 11. Competitive Landscape
 - 11.1 Heat Map Analysis by Key Players
 - 11.2 Company Positioning & Concentration
- 12. Company Profiles
 - 12.1 Agristo NV
 - 12.1.1 Key Facts
 - 12.1.2 Business Description
 - 12.1.3 Products and Services
 - 12.1.4 Financial Overview
 - 12.1.5 SWOT Analysis
 - 12.1.6 Key Developments
 - 12.2 Aviko BV
 - 12.2.1 Key Facts
 - 12.2.2 Business Description
 - 12.2.3 Products and Services
 - 12.2.4 Financial Overview
 - 12.2.5 SWOT Analysis
 - 12.2.6 Key Developments
 - 12.3 Birds Eye Ltd
 - 12.3.1 Key Facts

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- 12.3.2 Business Description
- 12.3.3 Products and Services
- 12.3.4 Financial Overview
- 12.3.5 SWOT Analysis
- 12.3.6 Key Developments
- 12.4 Farm Frites International BV
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 General Mills Inc
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 Lamb Weston Holdings Inc
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments
- 12.7 McCain Foods Ltd
 - 12.7.1 Key Facts
 - 12.7.2 Business Description
 - 12.7.3 Products and Services
 - 12.7.4 Financial Overview
 - 12.7.5 SWOT Analysis
 - 12.7.6 Key Developments
- 12.8 Mondial Foods BV
 - 12.8.1 Key Facts
 - 12.8.2 Business Description
 - 12.8.3 Products and Services
 - 12.8.4 Financial Overview
 - 12.8.5 SWOT Analysis
 - 12.8.6 Key Developments
- 12.9 Handy Food Innovation Ltd
 - 12.9.1 Key Facts
 - 12.9.2 Business Description
 - 12.9.3 Products and Services
 - 12.9.4 Financial Overview
 - 12.9.5 SWOT Analysis
 - 12.9.6 Key Developments

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12.10 Sunbulah Food & Fine Pastries Manufacturing Co Ltd

12.10.1 Key Facts

12.10.2 Business Description

12.10.3 Products and Services

12.10.4 Financial Overview

12.10.5 SWOT Analysis

12.10.6 Key Developments

13. Appendix

13.1 About The Insight Partners

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