

Frozen Potato Market is Expected to Progress at a CAGR of 5.6% to Reach US\$ 112.7 Billion by 2035

Frozen Potato Market Will Reach USD 112.7 Billion by 2035 with Innovation driving the Landscape

ROCKVILLE, MD, UNITED STATES, June 10, 2025 /EINPresswire.com/ -- The [frozen potato market](#) is likely to reach USD 112.7 billion by 2035. The value is projected to be USD 65.3 billion in 2025. This shows a steady rise in demand. The CAGR of frozen potato market is likely to be 5.6% during the forecast period.

As consumers seek convenience with food that saves time, frozen potato products offer easy solutions. These products are useful in homes and in restaurants. Besides this, the freezing technology has improved, which is likely to drive the demand for frozen potato. In addition to this the focus has also increased on texture and taste stay better.

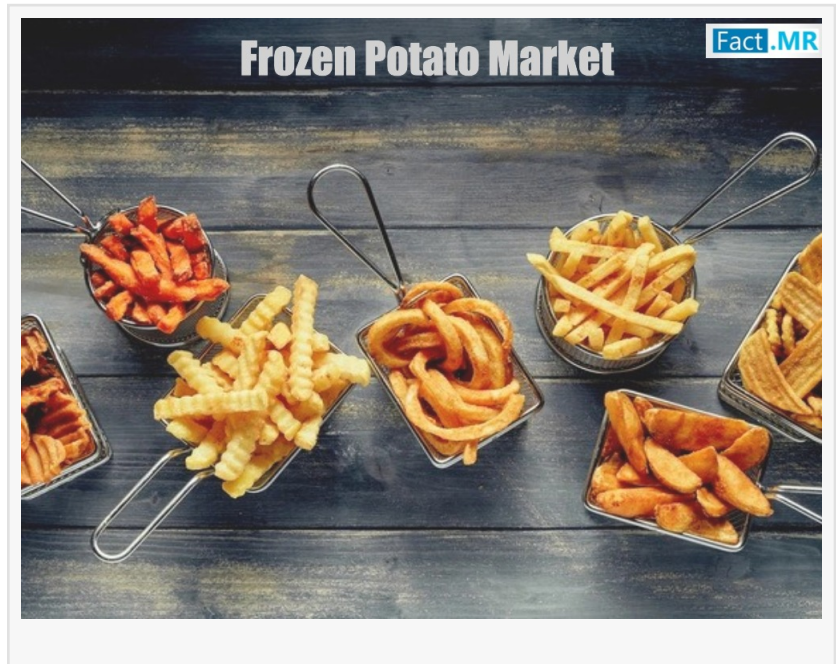
Technology also helps the frozen potato market grow. Factories use new machines to make better products. As a result, such advanced machines helps freeze the potatoes faster. This keeps the taste good. Factories also pack the food in better ways. These steps help products last longer. People also trust safe packaging and prices stay fair. This makes the products popular with all income groups.

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Regional Insights

North America leads the frozen potato market with many fast food chains. The region also has strong cold storage and consumers in the region prefer frozen food. In contrast, Asia Pacific



grows the fastest. China shows the highest growth rate. Urban life and more income support this rise. As a result, Chinese consumers prefer more western foods.

The frozen potato market in Europe stays stable. The consumers in Europe prefer high quality of frozen food while also focusing on food safety. Latin America and the Middle East also grow with high preference for fast food. Each region has unique trends. In North America people want seasoned fries. In Asia, consumers want products that are easy to cook. In the Middle East hotels and restaurants increase frozen food use. Local tastes also shape product types. Companies offer different flavors in each region.

Key Takeaways from the Market Study

By product, frozen fries is likely to lead with a 35% market share.

By distribution channel, Modern trade will hold 30% market share.

North America leads the market due to strong fast food culture.

Asia-Pacific, led by China, is likely to grow the fastest.

North America leads in smart processing; Europe focuses on traceability.

Segmental Insights

Frozen fries will lead the product category with 35% of the market in 2025. People use them in homes and food outlets. Wedges come next. The segment is likely to account for 20% of the market. Thick cuts and strong taste attract buyers. Other products like diced and stuffed potatoes grow too. Such products are common in big kitchens and schools.

Modern trade stores lead the distribution channel with 30% share of the market. Grocery store is likely to follow with 25% of the market, given their ease of access. Online sales are growing fast. Many people now order food from apps. This helps frozen food reach more homes.

Survey Insights and Stakeholder Priorities

Fact MR surveyed key companies about their goals in the frozen potato. Most companies mentioned that they want steady quality. Companies prefer strong supply systems. In North America, there is high dependencies on machines that help improve the process. In Europe, companies track food with special codes. In Asia, companies build more cold storage. Each region follows its own plan.

Companies also want to go green and use clean energy to try to reduce waste. They use tools to plan better and cuts cost. It also helps the environment. All regions now invest in better systems. These systems make frozen food better and cheaper.

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Competitive Landscape

McCain Foods is the top player with leading market share and also supports clean farming. The company makes fries that use less oil and also works with big restaurants. Lamb Weston comes next and follows an expansion strategy by entering new countries and improving its product quality. In addition to this, Simplot controls farming and factories and makes snacks from potatoes.

Aviko and American Lorain also grow fast by making products for local tastes. The company also offer healthy options and use better packing. Companies use smart tools grow faster and use clean transport. They offer more product choices. The market now includes fries wedges and snacks. Frozen potatoes are part of daily meals.

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