



Potato Flour Industry Research Report 2026

Industry	Published	Pages	Format
Food & Beverages	2025-12-21	133	PDF

Single User	Multi User	Enterprise
USD 2,950	USD 4,430	USD 5,900

Description

Potato flour is a food-grade dehydrated powder produced from the entire potato tuber, including both the flesh and the skin, through a controlled sequence of thermal and mechanical processing steps. In contrast to potato starch, which is a purified carbohydrate obtained by physically separating starch granules from raw potato tissue, potato flour retains the full dry matter composition of the potato. The manufacturing process involves washing, peeling, cooking, dehydrating, and fine milling, resulting in a product that preserves native starch, dietary fiber, protein, trace lipids, and micronutrients such as potassium, magnesium, and vitamin B6.

The compositional profile of potato flour typically includes 75 to 82 percent starch, along with non-starch polysaccharides, residual proteins, and ash content derived from naturally occurring minerals. Its physical characteristics range from off-white to pale yellow in color, with a mild, earthy aroma and a subtle, slightly nutty flavor. The product is known for its high water-binding capacity and moderate gelatinization behavior, attributes that enable its use as a thickening agent, moisture retention aid, and structural enhancer in various food applications. It is widely used in gluten-free baked goods, processed meat products, dehydrated soup mixes, instant meals, and nutritionally focused formulations, where it contributes to improved texture, hydration, and product stability.

In commercial practice, potato flour is produced and marketed in several physical forms, including fine powder, granules, and flakes. Fine powder typically passes through 80-mesh sieves and is used where smooth dispersion and uniform hydration are required. Granular forms with larger particle sizes are better suited for applications requiring gradual water absorption, while flakes derived from pre-cooked and dried potato sheets are ideal for instant mashed potatoes and quick-rehydration systems.

Regulatory classification places potato flour under Harmonized System (HS) Code 1105.10 and within the Codex Alimentarius framework as an edible flour of tuber origin. Quality standards are generally defined by key parameters such as moisture content, microbial stability, ash content, bulk density, and the absence of chemical additives or preservatives. As a clean-label ingredient, potato flour meets the growing industry and consumer demand for minimally processed, natural food components.

It is critical to distinguish potato flour from potato starch, as the two differ significantly in composition, processing method, and functional behavior. Potato flour reflects the biochemical complexity of the whole tuber, while potato starch consists almost exclusively of isolated carbohydrate polymers. Confusion between the two can result in formulation errors, regulatory mislabeling, or performance inconsistencies in end products.

In summary, potato flour serves as a multifunctional, nutritionally rich, and technically valuable ingredient in modern food production. Its unique combination of functional performance and natural origin supports a wide range of applications across the bakery, meat processing, convenience food, and health-oriented sectors, reinforcing its importance within the global specialty flour market.

The global Potato Flour market was valued at US\$ million in 2025 and is projected to reach US\$ million by 2032, implying a CAGR of % over 2026–2032.

The North America market for Potato Flour is projected to increase from US\$ million in 2026 to US\$ million by 2032, corresponding to a CAGR of % over 2026–2032.

The Europe market for Potato Flour is projected to rise from US\$ million in 2026 to US\$ million by 2032, registering a CAGR of % over 2026–2032.

The Asia Pacific market for Potato Flour is expected to grow from US\$ million in 2026 to US\$ million by 2032, at a CAGR of % over 2026–2032.

Leading global manufacturers of Potato Flour include Emsland Group, Basic American Foods, Keystone Potato, Aviko, Idaho Pacific Holdings, Goodrich Cereals, Solan Investment, Prairie Gold Produce and Bob's Red Mill, among others. In 2025, the top three vendors together accounted for approximately % of global revenue.

Report Scope

This report quantifies the global Potato Flour market in terms of revenue (US\$ million) and, where applicable, sales volume (tons), using 2025 as the base year and providing annual historical and forecast data for 2021–2032.

It standardizes definitions of Types and Applications, harmonizes vendor attribution, and presents comparable time series by company, Type, Application, and region/country, including indicative price bands (US\$/tons) and concentration ratios (CR5/CR10).

The outputs are intended to support strategy development, budgeting, and performance benchmarking for brand owners, manufacturers, retailers, channel partners, and investors; data are structured with consistent units and fields to facilitate integration into internal FP&A and BI systems.

Key Companies & Market Share Insights

This section profiles leading manufacturers, combining 2021–2025 results with a 2026–2032 outlook. It reports revenue, market share, price bands, product and application mix, regional and channel mix, and key developments (M&A, capacity additions, certifications). It also provides global revenue, average price, and—where applicable—sales volume by manufacturer, and calculates CR5/CR10 and rank changes to support comparative benchmarking.

Potato Flour Market by Company

- Emsland Group
- Basic American Foods
- Keystone Potato
- Aviko
- Idaho Pacific Holdings
- Goodrich Cereals
- Solan Investment
- Prairie Gold Produce
- Bob's Red Mill
- King Arthur Baking
- Hubei Wuling Mountain Ecological Agriculture
- Beidahuang Potato
- Gansu Yasheng Industrial
- Agrana
- Medikonda Nutrients
- Top Tier Ingredients

Potato Flour Segment by Type

- Fine Powder
- Flakes
- Granules

Potato Flour Segment by Application

- Bakery & Pastry Products
- Processed Meat Products
- Health & Functional Nutrition
- Other

Potato Flour Segment by Region

- North America
 - United States
 - Canada
 - Mexico
- Europe
 - Germany
 - France
 - U.K.
 - Italy
 - Russia
 - Spain
 - Netherlands
 - Switzerland
 - Sweden
 - Poland
- Asia-Pacific
 - China
 - Japan
 - South Korea
 - India
 - Australia
 - Taiwan
- Southeast Asia
- South America
 - Brazil
 - Argentina
 - Chile
- Middle East & Africa
 - Egypt
 - South Africa
 - Israel
 - Türkiye
 - GCC Countries

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape

of the global Potato Flour market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

2. This report will help stakeholders to understand the global industry status and trends of Potato Flour and provides them with information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

4. This report stays updated with novel technology integration, features, and the latest developments in the market

5. This report helps stakeholders to gain insights into which regions to target globally

6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Potato Flour.

7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1:

Research objectives, research methods, data sources, data cross-validation;

Chapter 2:

Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc.), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3:

Detailed analysis of Potato Flour manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4:

Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5:

Production/output, value of Potato Flour by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6:

Consumption of Potato Flour in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7:

Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8:

Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9:

Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10:

Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11:

The main points and conclusions of the report.

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