

WHO WE ARE

The **European Potato Processors' Association (EUPPA)** represents the European potato processing industry, advocating for the interests of its members worldwide. Comprising **6 national associations** based in Belgium, France, Germany, Italy, the Netherlands, and the United Kingdom, alongside **16 individual companies**.

EUPPA accounts for over more than **90% of Europe's processed potato production** both in terms of value and volume.



INDUSTRY FACTS



2023 Expected growth ⁽¹⁾



€7.3
BILLION/YEAR

Turnover ⁽²⁾



6
MILLION TONNES

Annual volume of production of French fries and potato-derived products ⁽³⁾



7,8
KG/CAPITA

Average annual consumption of French fries and potato-derived products ⁽⁴⁾



The sector employs around **25.000** people directly ⁽⁵⁾

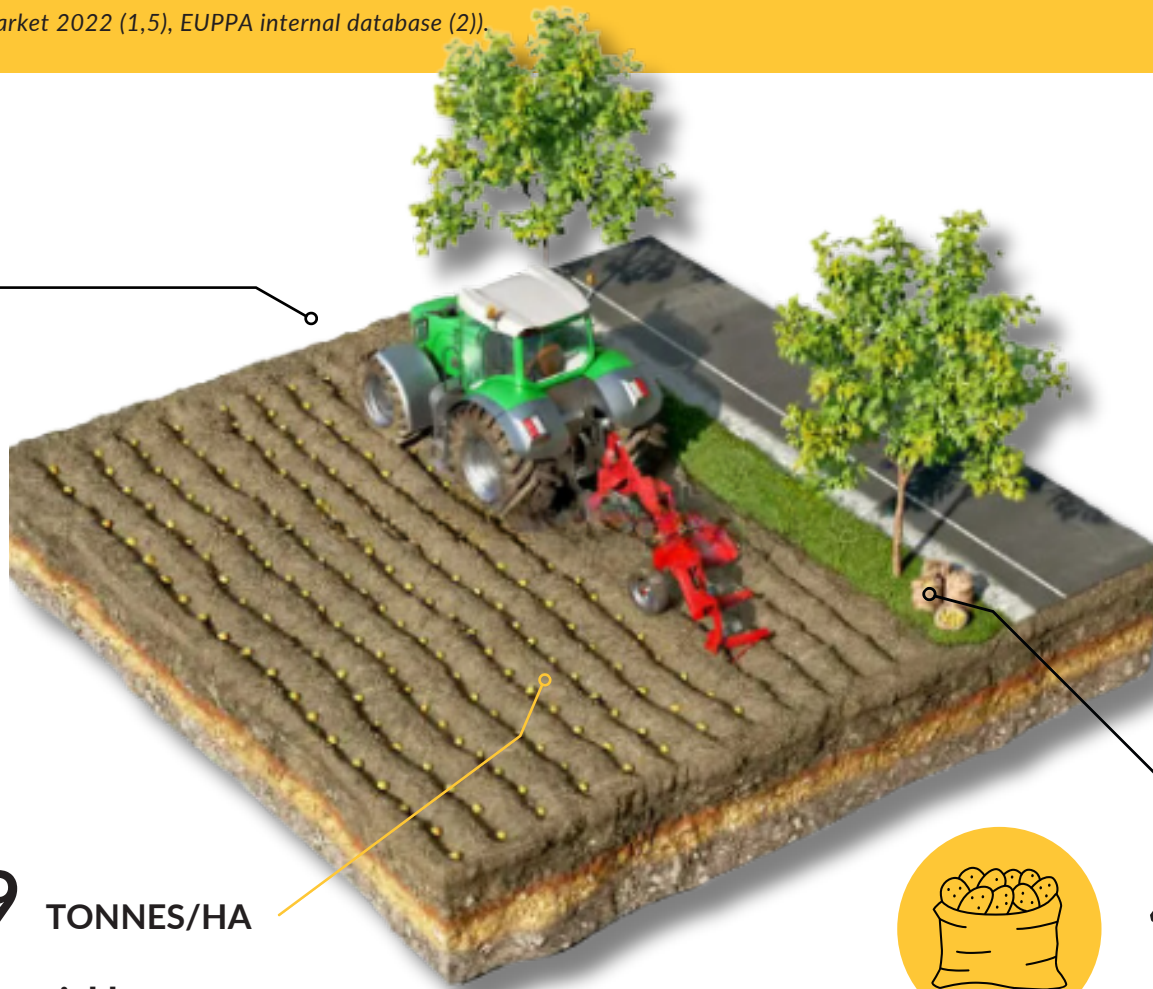
(Source EU27: Eurostat 2021 (3,4), World Potato Market 2022 (1,5), EUPPA internal database (2)).

FROM 'YIELD' TO FORK



1.359
1000 HA

Area of cultivation of potatoes (including seed potatoes)

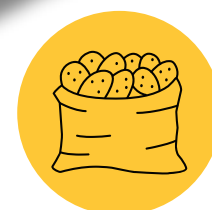


45
Production facilities



33,9 TONNES/HA

Potato yield



47,2 MILLION TONNES

Total harvested production

(Source EU27 data in 2023: Eurostat)

TRADE FACTS

EU27 exports in 2022 (intra EU incl.)



Extra EU27 exports in 2022 (intra EU excl.)



EU Top 5 export countries in 2022 (intra EU incl.)



EU Top 5 Extra EU export countries in 2022 (intra EU excl.)



85,7%

of total EU27 export value

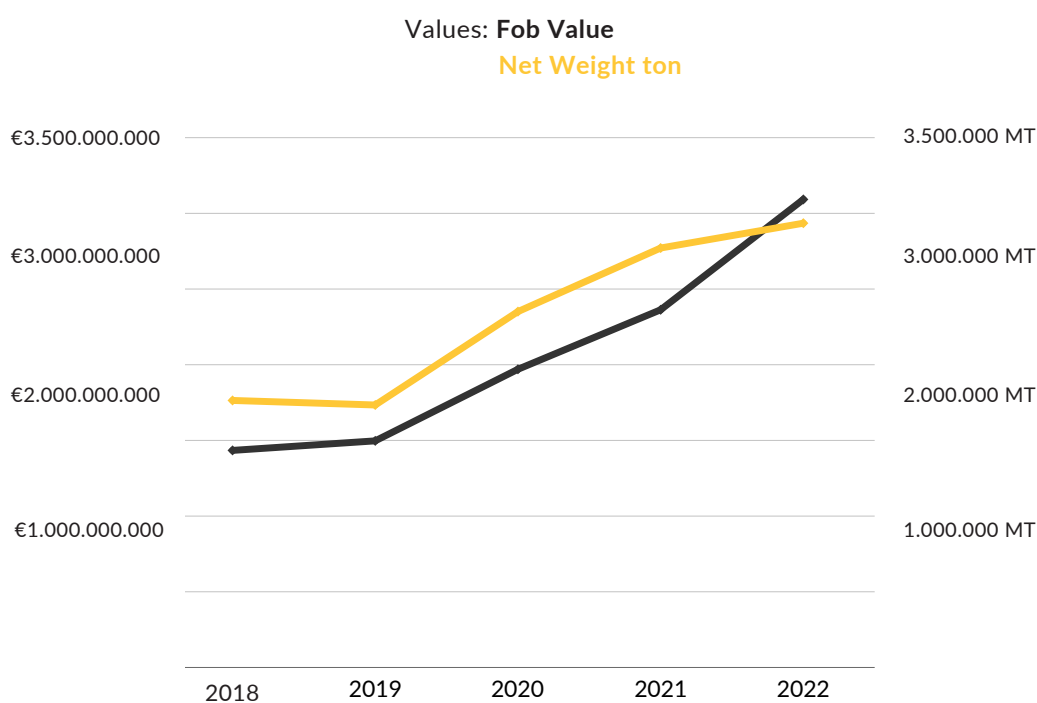
96,8%

of total Extra EU27 export value

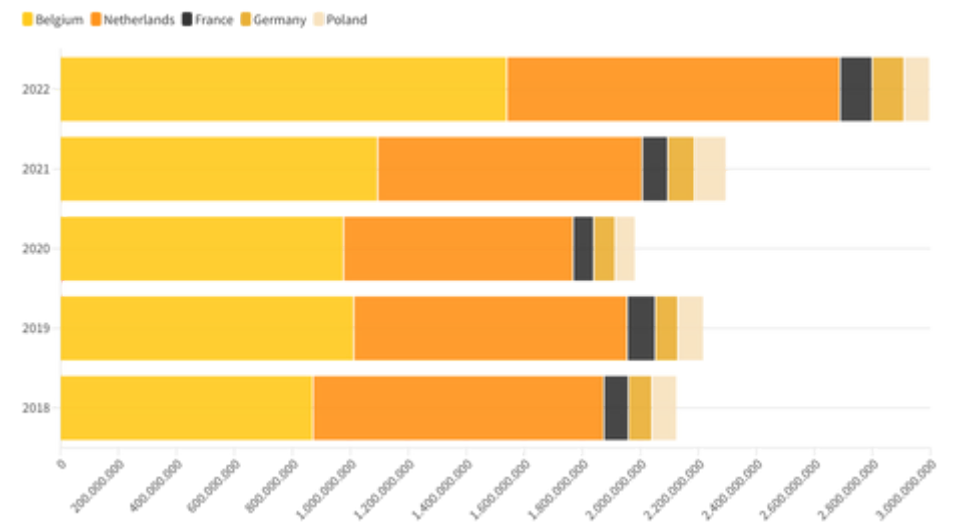
(Source EU data 2022 of frozen potatoes - HS 200410: UN ComTrade).

TRADE GROWTH DEVELOPMENT

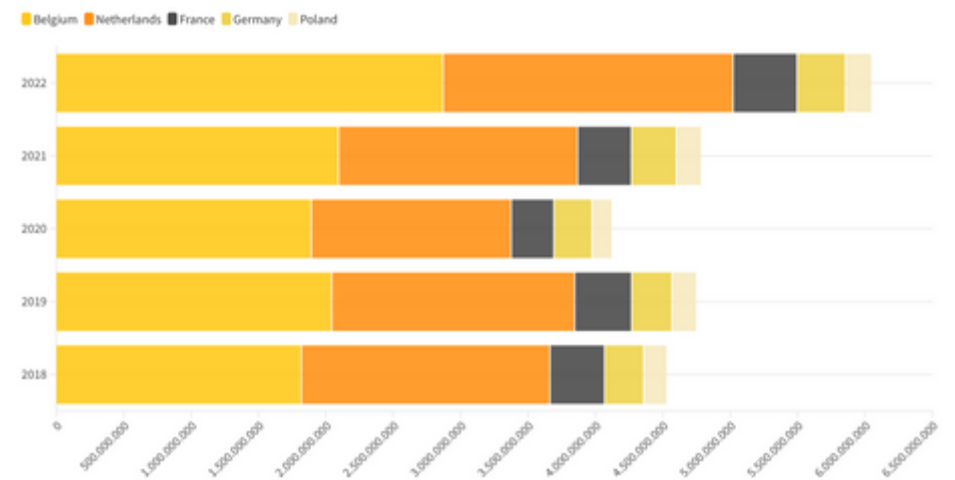
European Union Extra-EU Exports 2018-2022



Top 5 Export value (Extra EU) in Euros



Top 5 Export value (incl. Intra EU) in Euros



(Source EU data 2022: UN ComTrade).