

Processed Potato Products in Balanced Diets



A trusted staple in modern diets

Processed potato products are a well-established part of everyday diets across Europe, valued for their taste, versatility, and convenience. They provide an accessible, convenient and affordable source of energy and can contribute important nutrients such as potassium and vitamin C, depending on the product and preparation method.

As expectations around healthier, more sustainable diets continue to evolve, processed potato products remain highly relevant. When prepared and consumed appropriately, they align with balanced dietary patterns and reflect how people actually eat. can fit within balanced dietary patterns.

Preparation matters – and innovation is enabling better choices

Processed potato products can be found in many different forms, including chilled, frozen, dehydrated and instant. This versatility helps people build easy, affordable and nourishing meals.

The nutritional profile of processed potato products varies according to the product type, ingredients and preparation method.

Increasingly, products are designed for oven-baking and air-frying, supporting lower-fat preparation while maintaining the taste and texture consumers expect.

This shift reflects both consumer demand and industry innovation.

- Suitable for a variety of preparation methods, including oven, air-fryer and traditional frying
- Many products are now optimised for these cooking methods
- Clear preparation guidance supports more consistent, health-conscious use

Evidence consistently shows that health outcomes are linked to preparation method rather than the product itself, with more favourable outcomes associated with oven-prepared and baked formats¹⁻³.

Importantly, population-based data also show that potato consumption—including processed forms—is associated with overall dietary quality. Analysis of NHANES cross-sectional data (2001-2018) found that adolescents consuming potatoes, including both less processed and processed forms, had higher diet quality scores and higher intakes of several nutrients than non-consumers.⁴

These findings highlight that potato products, when consumed as part of balanced meals, can contribute positively to nutrient intake and overall diet quality.

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Processed potato products show how everyday staples can be part of balanced diets, without sacrificing convenience.

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AT A GLANCE

	Deliver energy and key nutrients, including potassium, vitamin C and fibre.
	Designed for versatility across home and professional kitchens.
	Preparation method plays a central role in nutritional outcomes.
	Portion guidance supports balanced consumption.
	Continuous innovation is improving nutritional profiles
	Widely accessible, affordable, and convenient



Supporting balance through portion size in a balanced diet

Portion size plays an important role in overall dietary balance. Processed potato products are well positioned to support this through structured and consistent formats.

- Pre-portioned and standardised servings support calorie awareness.
- Consistent portions improve meal planning in foodservice and catering.
- Clear serving guidance helps translate dietary advice into practice.

Energy content varies across processed potato products depending on ingredients and preparation methods, making product choice and portion size relevant considerations within a balanced diet.

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Nutritional value varies by product type, ingredients and preparation method.

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Continuous improvement through reformulation

The processed potato sector has made significant progress in enhancing the nutritional profile of its products, reflecting alignment with public health priorities and evolving consumer expectations⁵.

- **Salt reduction:** Gradual reduction of added salt in potato product recipes.
- **Use of herbs and spices:** Herbs and spices to support flavour while reducing added salt.
- **Fat reduction:** Product design and preparation methods that limit added fat.
- **Reformulation across meal components:** Opportunities include oven chips, croquettes and mashed potatoes.
- **Portion guidance:** Appropriate portions can help manage energy and salt intake.
- **Oven- and air-fryer formats:** Development of products tailored for reduced fat preparation methods. Selected products can be prepared without additional oil, in oven or airfryer.

These changes demonstrate how innovation within the sector can deliver meaningful improvements at scale, while maintaining product quality and consumer acceptance.

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Processed potato continue to evolve in response to consumer preferences and public health priorities.

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Accessible, versatile, and relevant

Processed potato products combine nutritional value, affordability, and practicality, making them a reliable component of modern diets.

They:

- Provide a cost-effective source of energy and nutrients.
- Support quick and convenient meal preparation.
- Offer year-round availability.
- Integrate easily into a wide variety of meal occasions.

Their widespread use across households, catering, and institutional settings reflects their adaptability and continued relevance in today's food environment.



References

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