

McCain Report Shows French Fries Becoming a Staple of India's Snacking Culture

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French fries are no longer confined to the side of a plate. Whether it's a quick snack between meetings, a companion to a favourite meal, or a late-night craving, fries are increasingly becoming a go-to choice for Indian consumers across occasions.

Ahead of International Fries Day, new consumer insights from McCain Foods' Spud Report reveal how fries are becoming deeply embedded in India's evolving food culture, with 36 per cent of Indian consumers choosing French fries over alternatives such as potato chips and aloo tikki. The findings also reveal that 65 per cent of Indian consumers would happily share fries on a first date, while 56 per cent admit to taking fries from someone else's plate, highlighting the role fries increasingly play in shared food experiences and everyday rituals.

The findings point to a broader shift in India's food culture, where consumers are increasingly seeking convenient, versatile and shareable food experiences. Interestingly, India is also the only market surveyed where fries outperform hash browns as a preferred breakfast potato option, highlighting how the category continues to expand beyond traditional meal occasions.

Commenting on the trend, Mainak Dhar, Managing Director, McCain Foods India, said: "Fries have evolved far beyond being a side dish. Today, they are enjoyed as a snack, a comfort food and often a shared experience that creates moments of connection. As consumer lifestyles evolve, we're seeing fries become relevant across more occasions than ever before, reflecting broader shifts in how people snack, socialise and indulge."

The growing popularity of fries is also reflected across India's quick-service restaurant landscape, where they continue to be among the most frequently ordered menu items and remain a staple accompaniment to meals.

Akshay Jatia, CEO of Westlife Foodworld (the company that owns and operates McDonald's restaurants in West and South India), said, "The insights of the report reinforce what we see across our restaurants every day: fries remain a favourite among consumers, cutting across age groups and consumption occasions. Whether enjoyed as part of a meal or a standalone snack, fries have earned a unique place in India's evolving food culture. Their enduring appeal lies in the simplicity, consistency and ability to bring people together, making it one of the most iconic and loved menu items at McDonald's. At the heart of this experience is our "Golden Promise", our commitment to serving hot, crisp and great-tasting fries every time."