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# McCain Spud Report Reveals Indiaâ??s Growing Love for Fries and Late-Night Snacking

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Ahead of International Potato Day on 30th May,Â McCain FoodsÂ unveiled the inauguralÂ McCain Spud Report, a global study exploring how consumers in markets around the world enjoy fries and potatoes in their everyday lives. Conducted with Pollara Strategic Insights across 11 countries and over 12,000 respondents, including more than 1,000 consumers from India, the report captures evolving snacking habits, comfort-eating trends, and unique consumer behaviours.

The India findings reveal a growing love for fries, with French fries emerging as the countryâ??s favourite potato dish, preferred by 36 per cent of respondents. The report also highlights India as one of the leading global markets for late-night fry cravings, with nearly 74 per cent admitting to eating fries after 10 p.m., placing the country among the top three globally.

Commenting on the report, Charlie Angelakos, Vice President, Global External Affairs and Sustainability, McCain Foods, said, â??The McCain Spud Report highlights how fries have become more than just a food item. They are part of shared experiences, comfort moments and everyday rituals across cultures. While many behaviours around fries are universal, the findings also showcase the unique ways different markets enjoy them. India stood out for its strong emotional connection with fries, especially through social sharing occasions and adventurous pairings, reflecting how deeply food is woven into moments of joy and connection.â?•

Commenting on the India findings, Shreyashi Keshri, Head of Marketing, said, â??Food has always been deeply connected to comfort, emotions and togetherness, and fries are a great example of how simple moments around food create lasting memories. Through the McCain Spud Report, we wanted to celebrate this shared love for fries while understanding the unique ways consumers, especially in India, are enjoying them today.

What stands out in India is the spirit of experimentation and the role fries play across occasions, whether as a late-night craving, a quick snack or something shared with friends and family. As a brand rooted in potatoes and closely connected with farmers, we remain committed to bringing high-quality products to consumers while continuing to support a more sustainable future for potato farming.â?•

Indian consumers also showcased an experimental side when it comes to fries. While 19 per cent of respondents globally said they dip fries in chocolate, the number nearly doubled in India at 38 per cent. Additionally:
â?¢ 37 per cent pair fries with ice cream

â?¢ 36 per cent enjoy fries with milkshakes
â?¢ 51 per cent even share fries with their pets

The findings further underline how fries have become a social experience for consumers, with 65 per cent saying they would share fries on a first date, placing India among the highest globally on fry-sharing behaviour, while 44 per cent considered refusing to share fries a relationship â??red flag.â?• Interestingly, India was also the only country surveyed where fries beat hash browns as a preferred breakfast potato option, reinforcing how fries are increasingly becoming an anytime snack for Indian consumers.

The report also reinforces McCainâ??s ongoing focus on sustainable agriculture, with the company working towards implementing regenerative agriculture practices across 100 per cent of the acreage used to grow its potatoes by 2030.