

# **Global Potato Chips Market by Size, by Type, by Application, by Region, History and Forecast 2019-2030**

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## **Abstracts**

Potato chips are made through modern food processing machines using mature flavoring technology. Potato chips are widely consumed, especially by young people, due to their tastefulness. They are delicious fried foods characterized by a salty taste, crispy texture, and fatty mouthfeel.

According to APO Research, The global Potato Chips market is projected to grow from US\$ million in 2024 to US\$ million by 2030, at a Compound Annual Growth Rate (CAGR) of % during the forecast period.

In United States Potato Chips key players include PepsiCo, Shearer's, Pringles, etc. United States top three manufacturers hold a share about 50%.

The South is the largest market, with a share over 25%, followed by The Midwest and The West, both have a share about 40 percent.

In terms of product, Plain is the largest segment, with a share over 35%. And in terms of application, the largest application is Supermarket/Hypermarket, followed by Independent Retailer, etc.

This report presents an overview of global market for Potato Chips, sales, revenue and price. Analyses of the global market trends, with historic market revenue or sales data for 2019 - 2023, estimates for 2024, and projections of CAGR through 2030.

This report researches the key producers of Potato Chips, also provides the sales of main regions and countries. Of the upcoming market potential for Potato Chips, and key

regions or countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Potato Chips sales, revenue, market share and industry ranking of main manufacturers, data from 2019 to 2024. Identification of the major stakeholders in the global Potato Chips market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

This report analyzes the segments data by Type and by Application, sales, revenue, and price, from 2019 to 2030. Evaluation and forecast the market size for Potato Chips sales, projected growth trends, production technology, application and end-user industry.

Descriptive company profiles of the major global players, including PepsiCo, Shearer's, Pringles, Kettle Brand, Better Made, Cape Cod, Utz Quality Foods, Golden Flake and Mikesell's, etc.

#### Potato Chips segment by Company

PepsiCo

Shearer's

Pringles

Kettle Brand

Better Made

Cape Cod

Utz Quality Foods

Golden Flake

Mikesell's

Ballreich's

#### Potato Chips segment by Type

Plain

Barbecue

Sour Cream & Onion

Salt & Vinegar

Others

#### Potato Chips segment by Application

Supermarket/Hypermarket

Independent Retailer

Other

#### Potato Chips segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

## Study Objectives

1. To analyze and research the global status and future forecast, involving, production, value, consumption, growth rate (CAGR), market share, historical and forecast.
2. To present the key manufacturers, capacity, production, revenue, market share, and Recent Developments.
3. To split the breakdown data by regions, type, manufacturers, and Application.
4. To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints, and risks.
5. To identify significant trends, drivers, influence factors in global and regions.
6. To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

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

## Chapter Outline

Chapter 1: Provides an overview of the Potato Chips market, including product definition, global market growth prospects, market size, sales, and average price forecasts (2019-2030).

Chapter 2: Provides 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 3: Detailed analysis of Potato Chips manufacturers competitive landscape, price, sales and revenue market share, latest development plan, merger, etc.

Chapter 4: 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 5: 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 6: Sales of Potato Chips in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market

development, future development prospects, market space of each country in the world.

Chapter 7: Revenue of Potato Chips in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market development, future development prospects, market space of each country in the world.

Chapter 8: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product sales, revenue, price, gross margin, product introduction, recent development, etc.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Concluding Insights of the report

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Definition
- 1.2 Global Potato Chips Market Size, 2019 VS 2023 VS 2030
- 1.3 Global Potato Chips Market Size Estimates and Forecasts (2019-2030)
- 1.4 Global Potato Chips Sales Estimates and Forecasts (2019-2030)
- 1.5 Global Potato Chips Market Average Price (2019-2030)
- 1.6 Assumptions and Limitations
- 1.7 Study Goals and Objectives

### 2 GLOBAL POTATO CHIPS MARKET DYNAMICS

- 2.1 Potato Chips Industry Trends
- 2.2 Potato Chips Industry Drivers
- 2.3 Potato Chips Industry Opportunities and Challenges
- 2.4 Potato Chips Industry Restraints

### 3 POTATO CHIPS MARKET BY MANUFACTURERS

- 3.1 Global Potato Chips Revenue by Manufacturers (2019-2024)
- 3.2 Global Potato Chips Sales by Manufacturers (2019-2024)
- 3.3 Global Potato Chips Average Sales Price by Manufacturers (2019-2024)
- 3.4 Global Potato Chips Industry Manufacturers Ranking, 2022 VS 2023 VS 2024
- 3.5 Global Potato Chips Key Manufacturers Manufacturing Sites & Headquarters
- 3.6 Global Potato Chips Manufacturers, Product Type & Application
- 3.7 Global Potato Chips Manufacturers Commercialization Time
- 3.8 Market Competitive Analysis
  - 3.8.1 Global Potato Chips Market CR5 and HHI
  - 3.8.2 Global Top 5 and 10 Potato Chips Players Market Share by Revenue in 2023
  - 3.8.3 2023 Potato Chips Tier 1, Tier 2, and Tier

### 4 POTATO CHIPS MARKET BY TYPE

- 4.1 Potato Chips Type Introduction
  - 4.1.1 Plain
  - 4.1.2 Barbecue
  - 4.1.3 Sour Cream & Onion



4.1.4 Salt & Vinegar

4.1.5 Others

4.2 Global Potato Chips Sales by Type

4.2.1 Global Potato Chips Sales by Type (2019 VS 2023 VS 2030)

4.2.2 Global Potato Chips Sales by Type (2019-2030)

4.2.3 Global Potato Chips Sales Market Share by Type (2019-2030)

4.3 Global Potato Chips Revenue by Type

4.3.1 Global Potato Chips Revenue by Type (2019 VS 2023 VS 2030)

4.3.2 Global Potato Chips Revenue by Type (2019-2030)

4.3.3 Global Potato Chips Revenue Market Share by Type (2019-2030)

## **5 POTATO CHIPS MARKET BY APPLICATION**

5.1 Potato Chips Application Introduction

5.1.1 Supermarket/Hypermarket

5.1.2 Independent Retailer

5.1.3 Other

5.2 Global Potato Chips Sales by Application

5.2.1 Global Potato Chips Sales by Application (2019 VS 2023 VS 2030)

5.2.2 Global Potato Chips Sales by Application (2019-2030)

5.2.3 Global Potato Chips Sales Market Share by Application (2019-2030)

5.3 Global Potato Chips Revenue by Application

5.3.1 Global Potato Chips Revenue by Application (2019 VS 2023 VS 2030)

5.3.2 Global Potato Chips Revenue by Application (2019-2030)

5.3.3 Global Potato Chips Revenue Market Share by Application (2019-2030)

## **6 GLOBAL POTATO CHIPS SALES BY REGION**

6.1 Global Potato Chips Sales by Region: 2019 VS 2023 VS 2030

6.2 Global Potato Chips Sales by Region (2019-2030)

6.2.1 Global Potato Chips Sales by Region (2019-2024)

6.2.2 Global Potato Chips Sales Forecasted by Region (2025-2030)

6.3 North America

6.3.1 North America Potato Chips Sales Growth Rate by Country: 2019 VS 2023 VS 2030

6.3.2 North America Potato Chips Sales by Country (2019-2030)

6.3.3 U.S.

6.3.4 Canada

6.4 Europe

6.4.1 Europe Potato Chips Sales Growth Rate by Country: 2019 VS 2023 VS 2030

6.4.2 Europe Potato Chips Sales by Country (2019-2030)

6.4.3 Germany

6.4.4 France

6.4.5 U.K.

6.4.6 Italy

6.4.7 Netherlands

6.5 Asia Pacific

6.5.1 Asia Pacific Potato Chips Sales Growth Rate by Country: 2019 VS 2023 VS 2030

6.5.2 Asia Pacific Potato Chips Sales by Country (2019-2030)

6.5.3 China

6.5.4 Japan

6.5.5 South Korea

6.5.6 Southeast Asia

6.5.7 India

6.5.8 Australia

6.6 LAMEA

6.6.1 LAMEA Potato Chips Sales Growth Rate by Country: 2019 VS 2023 VS 2030

6.6.2 LAMEA Potato Chips Sales by Country (2019-2030)

6.6.3 Mexico

6.6.4 Brazil

6.6.5 Turkey

6.6.6 GCC Countries

## **7 GLOBAL POTATO CHIPS REVENUE BY REGION**

7.1 Global Potato Chips Revenue by Region

7.1.1 Global Potato Chips Revenue by Region: 2019 VS 2023 VS 2030

7.1.2 Global Potato Chips Revenue by Region (2019-2024)

7.1.3 Global Potato Chips Revenue by Region (2025-2030)

7.1.4 Global Potato Chips Revenue Market Share by Region (2019-2030)

7.2 North America

7.2.1 North America Potato Chips Revenue (2019-2030)

7.2.2 North America Potato Chips Revenue Share by Country: 2019 VS 2023 VS 2030

7.3 Europe

7.3.1 Europe Potato Chips Revenue (2019-2030)

7.3.2 Europe Potato Chips Revenue Share by Country: 2019 VS 2023 VS 2030

7.4 Asia-Pacific

7.4.1 Asia-Pacific Potato Chips Revenue (2019-2030)

7.4.2 Asia-Pacific Potato Chips Revenue Share by Country: 2019 VS 2023 VS 2030

## 7.5 LAMEA

7.5.1 LAMEA Potato Chips Revenue (2019-2030)

7.5.2 LAMEA Potato Chips Revenue Share by Country: 2019 VS 2023 VS 2030

## 8 COMPANY PROFILES

### 8.1 PepsiCo

8.1.1 PepsiCo Company Information

8.1.2 PepsiCo Business Overview

8.1.3 PepsiCo Potato Chips Sales, Price, Revenue and Gross Margin (2019-2024)

8.1.4 PepsiCo Potato Chips Product Portfolio

8.1.5 PepsiCo Recent Developments

### 8.2 Shearer's

8.2.1 Shearer's Company Information

8.2.2 Shearer's Business Overview

8.2.3 Shearer's Potato Chips Sales, Price, Revenue and Gross Margin (2019-2024)

8.2.4 Shearer's Potato Chips Product Portfolio

8.2.5 Shearer's Recent Developments

### 8.3 Pringles

8.3.1 Pringles Company Information

8.3.2 Pringles Business Overview

8.3.3 Pringles Potato Chips Sales, Price, Revenue and Gross Margin (2019-2024)

8.3.4 Pringles Potato Chips Product Portfolio

8.3.5 Pringles Recent Developments

### 8.4 Kettle Brand

8.4.1 Kettle Brand Company Information

8.4.2 Kettle Brand Business Overview

8.4.3 Kettle Brand Potato Chips Sales, Price, Revenue and Gross Margin (2019-2024)

8.4.4 Kettle Brand Potato Chips Product Portfolio

8.4.5 Kettle Brand Recent Developments

### 8.5 Better Made

8.5.1 Better Made Company Information

8.5.2 Better Made Business Overview

8.5.3 Better Made Potato Chips Sales, Price, Revenue and Gross Margin (2019-2024)

8.5.4 Better Made Potato Chips Product Portfolio

8.5.5 Better Made Recent Developments

### 8.6 Cape Cod

- 8.6.1 Cape Cod Company Information
- 8.6.2 Cape Cod Business Overview
- 8.6.3 Cape Cod Potato Chips Sales, Price, Revenue and Gross Margin (2019-2024)
- 8.6.4 Cape Cod Potato Chips Product Portfolio
- 8.6.5 Cape Cod Recent Developments
- 8.7 Utz Quality Foods
  - 8.7.1 Utz Quality Foods Company Information
  - 8.7.2 Utz Quality Foods Business Overview
  - 8.7.3 Utz Quality Foods Potato Chips Sales, Price, Revenue and Gross Margin (2019-2024)
  - 8.7.4 Utz Quality Foods Potato Chips Product Portfolio
  - 8.7.5 Utz Quality Foods Recent Developments
- 8.8 Golden Flake
  - 8.8.1 Golden Flake Company Information
  - 8.8.2 Golden Flake Business Overview
  - 8.8.3 Golden Flake Potato Chips Sales, Price, Revenue and Gross Margin (2019-2024)
  - 8.8.4 Golden Flake Potato Chips Product Portfolio
  - 8.8.5 Golden Flake Recent Developments
- 8.9 Mikesell's
  - 8.9.1 Mikesell's Company Information
  - 8.9.2 Mikesell's Business Overview
  - 8.9.3 Mikesell's Potato Chips Sales, Price, Revenue and Gross Margin (2019-2024)
  - 8.9.4 Mikesell's Potato Chips Product Portfolio
  - 8.9.5 Mikesell's Recent Developments
- 8.10 Ballreich's
  - 8.10.1 Ballreich's Company Information
  - 8.10.2 Ballreich's Business Overview
  - 8.10.3 Ballreich's Potato Chips Sales, Price, Revenue and Gross Margin (2019-2024)
  - 8.10.4 Ballreich's Potato Chips Product Portfolio
  - 8.10.5 Ballreich's Recent Developments

## **9 VALUE CHAIN AND SALES CHANNELS ANALYSIS**

- 9.1 Potato Chips Value Chain Analysis
  - 9.1.1 Potato Chips Key Raw Materials
  - 9.1.2 Raw Materials Key Suppliers
  - 9.1.3 Manufacturing Cost Structure
  - 9.1.4 Potato Chips Production Mode & Process

- 9.2 Potato Chips Sales Channels Analysis
  - 9.2.1 Direct Comparison with Distribution Share
  - 9.2.2 Potato Chips Distributors
  - 9.2.3 Potato Chips Customers

## **10 CONCLUDING INSIGHTS**

## **11 APPENDIX**

- 11.1 Reasons for Doing This Study
- 11.2 Research Methodology
- 11.3 Research Process
- 11.4 Authors List of This Report
- 11.5 Data Source
  - 11.5.1 Secondary Sources
  - 11.5.2 Primary Sources
- 11.6 Disclaimer

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