

Global Potato Chips Market Size, Manufacturers, Opportunities and Forecast to 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 was estimated at US\$ million in 2023 and is projected to reach a revised size of US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

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.

Report Scope

This report aims to provide a comprehensive presentation of the global market for Potato Chips, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Potato Chips.

The Potato Chips market size, estimations, and forecasts are provided in terms of sales volume (MT) and revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Potato Chips market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

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

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

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: Introduces the study scope of this report, executive summary of market segments by type, market size segments for North America, Europe, Asia Pacific, Latin America, Middle East & Africa.

Chapter 2: Introduces 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, revenue, market share and ranking, latest development plan, merger, and acquisition information, etc.

Chapter 4: Sales, 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 future development prospects, and market space in the world.

Chapter 5: Introduces market segments by application, market size segment for North America, Europe, Asia Pacific, Latin America, Middle East & Africa.

Chapter 6: 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 7, 8, 9, 10 and 11: North America, Europe, Asia Pacific, Latin America, Middle East & Africa, sales and revenue by country.

Chapter 12: Analysis of industrial chain, key raw materials, manufacturing cost, and market dynamics.

Chapter 13: Concluding Insights of the report.

Contents

1 MARKET OVERVIEW

- 1.1 Product Definition
- 1.2 Global Market Growth Prospects
 - 1.2.1 Global Potato Chips Market Size Estimates and Forecasts (2019-2030)
 - 1.2.2 Global Potato Chips Sales Estimates and Forecasts (2019-2030)
- 1.3 Potato Chips Market by Type
 - 1.3.1 Plain
 - 1.3.2 Barbecue
 - 1.3.3 Sour Cream & Onion
 - 1.3.4 Salt & Vinegar
 - 1.3.5 Others
- 1.4 Global Potato Chips Market Size by Type
 - 1.4.1 Global Potato Chips Market Size Overview by Type (2019-2030)
 - 1.4.2 Global Potato Chips Historic Market Size Review by Type (2019-2024)
 - 1.4.3 Global Potato Chips Forecasted Market Size by Type (2025-2030)
- 1.5 Key Regions Market Size by Type
 - 1.5.1 North America Potato Chips Sales Breakdown by Type (2019-2024)
 - 1.5.2 Europe Potato Chips Sales Breakdown by Type (2019-2024)
 - 1.5.3 Asia-Pacific Potato Chips Sales Breakdown by Type (2019-2024)
 - 1.5.4 Latin America Potato Chips Sales Breakdown by Type (2019-2024)
 - 1.5.5 Middle East and Africa Potato Chips Sales Breakdown by Type (2019-2024)

2 GLOBAL 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 MARKET COMPETITIVE LANDSCAPE BY COMPANY

- 3.1 Global Top Players by Potato Chips Revenue (2019-2024)
- 3.2 Global Top Players by Potato Chips Sales (2019-2024)
- 3.3 Global Top Players by Potato Chips Price (2019-2024)
- 3.4 Global Potato Chips Industry Company Ranking, 2022 VS 2023 VS 2024
- 3.5 Global Potato Chips Key Company Manufacturing Sites & Headquarters

- 3.6 Global Potato Chips Company, Product Type & Application
- 3.7 Global Potato Chips Company 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 REGIONAL STATUS AND OUTLOOK

- 4.1 Global Potato Chips Market Size and CAGR by Region: 2019 VS 2023 VS 2030
- 4.2 Global Potato Chips Historic Market Size by Region
 - 4.2.1 Global Potato Chips Sales in Volume by Region (2019-2024)
 - 4.2.2 Global Potato Chips Sales in Value by Region (2019-2024)
 - 4.2.3 Global Potato Chips Sales (Volume & Value), Price and Gross Margin (2019-2024)
- 4.3 Global Potato Chips Forecasted Market Size by Region
 - 4.3.1 Global Potato Chips Sales in Volume by Region (2025-2030)
 - 4.3.2 Global Potato Chips Sales in Value by Region (2025-2030)
 - 4.3.3 Global Potato Chips Sales (Volume & Value), Price and Gross Margin (2025-2030)

5 POTATO CHIPS BY APPLICATION

- 5.1 Potato Chips Market by Application
 - 5.1.1 Supermarket/Hypermarket
 - 5.1.2 Independent Retailer
 - 5.1.3 Other
- 5.2 Global Potato Chips Market Size by Application
 - 5.2.1 Global Potato Chips Market Size Overview by Application (2019-2030)
 - 5.2.2 Global Potato Chips Historic Market Size Review by Application (2019-2024)
 - 5.2.3 Global Potato Chips Forecasted Market Size by Application (2025-2030)
- 5.3 Key Regions Market Size by Application
 - 5.3.1 North America Potato Chips Sales Breakdown by Application (2019-2024)
 - 5.3.2 Europe Potato Chips Sales Breakdown by Application (2019-2024)
 - 5.3.3 Asia-Pacific Potato Chips Sales Breakdown by Application (2019-2024)
 - 5.3.4 Latin America Potato Chips Sales Breakdown by Application (2019-2024)
 - 5.3.5 Middle East and Africa Potato Chips Sales Breakdown by Application (2019-2024)

6 COMPANY PROFILES

6.1 PepsiCo

- 6.1.1 PepsiCo Company Information
- 6.1.2 PepsiCo Business Overview
- 6.1.3 PepsiCo Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 6.1.4 PepsiCo Potato Chips Product Portfolio
- 6.1.5 PepsiCo Recent Developments

6.2 Shearer's

- 6.2.1 Shearer's Company Information
- 6.2.2 Shearer's Business Overview
- 6.2.3 Shearer's Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 6.2.4 Shearer's Potato Chips Product Portfolio
- 6.2.5 Shearer's Recent Developments

6.3 Pringles

- 6.3.1 Pringles Company Information
- 6.3.2 Pringles Business Overview
- 6.3.3 Pringles Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 6.3.4 Pringles Potato Chips Product Portfolio
- 6.3.5 Pringles Recent Developments

6.4 Kettle Brand

- 6.4.1 Kettle Brand Company Information
- 6.4.2 Kettle Brand Business Overview
- 6.4.3 Kettle Brand Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 6.4.4 Kettle Brand Potato Chips Product Portfolio
- 6.4.5 Kettle Brand Recent Developments

6.5 Better Made

- 6.5.1 Better Made Company Information
- 6.5.2 Better Made Business Overview
- 6.5.3 Better Made Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 6.5.4 Better Made Potato Chips Product Portfolio
- 6.5.5 Better Made Recent Developments

6.6 Cape Cod

- 6.6.1 Cape Cod Company Information
- 6.6.2 Cape Cod Business Overview
- 6.6.3 Cape Cod Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 6.6.4 Cape Cod Potato Chips Product Portfolio
- 6.6.5 Cape Cod Recent Developments

6.7 Utz Quality Foods

- 6.7.1 Utz Quality Foods Company Information
- 6.7.2 Utz Quality Foods Business Overview
- 6.7.3 Utz Quality Foods Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 6.7.4 Utz Quality Foods Potato Chips Product Portfolio
- 6.7.5 Utz Quality Foods Recent Developments
- 6.8 Golden Flake
 - 6.8.1 Golden Flake Company Information
 - 6.8.2 Golden Flake Business Overview
 - 6.8.3 Golden Flake Potato Chips Sales, Revenue and Gross Margin (2019-2024)
 - 6.8.4 Golden Flake Potato Chips Product Portfolio
 - 6.8.5 Golden Flake Recent Developments
- 6.9 Mikesell's
 - 6.9.1 Mikesell's Company Information
 - 6.9.2 Mikesell's Business Overview
 - 6.9.3 Mikesell's Potato Chips Sales, Revenue and Gross Margin (2019-2024)
 - 6.9.4 Mikesell's Potato Chips Product Portfolio
 - 6.9.5 Mikesell's Recent Developments
- 6.10 Ballreich's
 - 6.10.1 Ballreich's Company Information
 - 6.10.2 Ballreich's Business Overview
 - 6.10.3 Ballreich's Potato Chips Sales, Revenue and Gross Margin (2019-2024)
 - 6.10.4 Ballreich's Potato Chips Product Portfolio
 - 6.10.5 Ballreich's Recent Developments

7 NORTH AMERICA BY COUNTRY

- 7.1 North America Potato Chips Sales by Country
 - 7.1.1 North America Potato Chips Sales Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030
 - 7.1.2 North America Potato Chips Sales by Country (2019-2024)
 - 7.1.3 North America Potato Chips Sales Forecast by Country (2025-2030)
- 7.2 North America Potato Chips Market Size by Country
 - 7.2.1 North America Potato Chips Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030
 - 7.2.2 North America Potato Chips Market Size by Country (2019-2024)
 - 7.2.3 North America Potato Chips Market Size Forecast by Country (2025-2030)

8 EUROPE BY COUNTRY

8.1 Europe Potato Chips Sales by Country

8.1.1 Europe Potato Chips Sales Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

8.1.2 Europe Potato Chips Sales by Country (2019-2024)

8.1.3 Europe Potato Chips Sales Forecast by Country (2025-2030)

8.2 Europe Potato Chips Market Size by Country

8.2.1 Europe Potato Chips Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

8.2.2 Europe Potato Chips Market Size by Country (2019-2024)

8.2.3 Europe Potato Chips Market Size Forecast by Country (2025-2030)

9 ASIA-PACIFIC BY COUNTRY

9.1 Asia-Pacific Potato Chips Sales by Country

9.1.1 Asia-Pacific Potato Chips Sales Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

9.1.2 Asia-Pacific Potato Chips Sales by Country (2019-2024)

9.1.3 Asia-Pacific Potato Chips Sales Forecast by Country (2025-2030)

9.2 Asia-Pacific Potato Chips Market Size by Country

9.2.1 Asia-Pacific Potato Chips Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

9.2.2 Asia-Pacific Potato Chips Market Size by Country (2019-2024)

9.2.3 Asia-Pacific Potato Chips Market Size Forecast by Country (2025-2030)

10 LATIN AMERICA BY COUNTRY

10.1 Latin America Potato Chips Sales by Country

10.1.1 Latin America Potato Chips Sales Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

10.1.2 Latin America Potato Chips Sales by Country (2019-2024)

10.1.3 Latin America Potato Chips Sales Forecast by Country (2025-2030)

10.2 Latin America Potato Chips Market Size by Country

10.2.1 Latin America Potato Chips Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

10.2.2 Latin America Potato Chips Market Size by Country (2019-2024)

10.2.3 Latin America Potato Chips Market Size Forecast by Country (2025-2030)

11 MIDDLE EAST AND AFRICA BY COUNTRY

11.1 Middle East and Africa Potato Chips Sales by Country

11.1.1 Middle East and Africa Potato Chips Sales Growth Rate (CAGR) by Country:
2019 VS 2023 VS 2030

11.1.2 Middle East and Africa Potato Chips Sales by Country (2019-2024)

11.1.3 Middle East and Africa Potato Chips Sales Forecast by Country (2025-2030)

11.2 Middle East and Africa Potato Chips Market Size by Country

11.2.1 Middle East and Africa Potato Chips Market Size Growth Rate (CAGR) by
Country: 2019 VS 2023 VS 2030

11.2.2 Middle East and Africa Potato Chips Market Size by Country (2019-2024)

11.2.3 Middle East and Africa Potato Chips Market Size Forecast by Country
(2025-2030)

12 VALUE CHAIN AND SALES CHANNELS ANALYSIS

12.1 Potato Chips Value Chain Analysis

12.1.1 Potato Chips Key Raw Materials

12.1.2 Key Raw Materials Price

12.1.3 Raw Materials Key Suppliers

12.1.4 Manufacturing Cost Structure

12.1.5 Potato Chips Production Mode & Process

12.2 Potato Chips Sales Channels Analysis

12.2.1 Direct Comparison with Distribution Share

12.2.2 Potato Chips Distributors

12.2.3 Potato Chips Customers

13 CONCLUDING INSIGHTS

14 APPENDIX

14.1 Reasons for Doing This Study

14.2 Research Methodology

14.3 Research Process

14.4 Authors List of This Report

14.5 Data Source

14.5.1 Secondary Sources

14.5.2 Primary Sources

14.6 Disclaimer

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