

# Potato Chips Industry Research Report 2024

<https://marketpublishers.com/r/P4611FF81AABEN.html>

Date: April 2024

Pages: 128

Price: US\$ 2,950.00 (Single User License)

ID: P4611FF81AABEN

## 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 valued at US\$ million in 2023 and is anticipated to reach 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 report will help the Potato Chips manufacturers, new entrants, and industry chain

related companies in this market with information on the revenues, sales volume, and average price for the overall market and the sub-segments across the different segments, by company, by Type, by Application, and by regions.

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: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of Potato Chips manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Potato Chips by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Potato Chips in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: 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 8: 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 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: 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 11: The main points and conclusions of the report.

Chapter 11: The main points and conclusions of the report.

## Contents

### 1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
  - 1.5.1 Secondary Sources
  - 1.5.2 Primary Sources

### 2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Global Market Growth Prospects
  - 2.2.1 Global Potato Chips Market Size (2019-2030) & (US\$ Million)
  - 2.2.2 Global Potato Chips Sales (2019-2030)
  - 2.2.3 Global Potato Chips Market Average Price (2019-2030)
- 2.3 Potato Chips by Type
  - 2.3.1 Market Value Comparison by Type (2019 VS 2023 VS 2030) & (US\$ Million)
  - 2.3.2 Plain
  - 2.3.3 Barbecue
  - 2.3.4 Sour Cream & Onion
  - 2.3.5 Salt & Vinegar
  - 2.3.6 Others
- 2.4 Potato Chips by Application
  - 2.4.1 Market Value Comparison by Application (2019 VS 2023 VS 2030) & (US\$ Million)
  - 2.4.2 Supermarket/Hypermarket
  - 2.4.3 Independent Retailer
  - 2.4.4 Other

### 3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global Potato Chips Market Competitive Situation by Manufacturers (2019 Versus 2023)
- 3.2 Global Potato Chips Sales (MT) of Manufacturers (2019-2024)
- 3.3 Global Potato Chips Revenue of Manufacturers (2019-2024)



- 3.4 Global Potato Chips Average Price by Manufacturers (2019-2024)
- 3.5 Global Potato Chips Industry Ranking, 2022 VS 2023 VS 2024
- 3.6 Global Manufacturers of Potato Chips, Manufacturing Sites & Headquarters
- 3.7 Global Manufacturers of Potato Chips, Product Type & Application
- 3.8 Global Manufacturers of Potato Chips, Date of Enter into This Industry
- 3.9 Global Potato Chips Market CR5 and HHI
- 3.10 Global Manufacturers Mergers & Acquisition

## **4 MANUFACTURERS PROFILED**

### **4.1 PepsiCo**

- 4.1.1 PepsiCo Company Information
- 4.1.2 PepsiCo Business Overview
- 4.1.3 PepsiCo Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 4.1.4 PepsiCo Potato Chips Product Portfolio
- 4.1.5 PepsiCo Recent Developments

### **4.2 Shearer's**

- 4.2.1 Shearer's Company Information
- 4.2.2 Shearer's Business Overview
- 4.2.3 Shearer's Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 4.2.4 Shearer's Potato Chips Product Portfolio
- 4.2.5 Shearer's Recent Developments

### **4.3 Pringles**

- 4.3.1 Pringles Company Information
- 4.3.2 Pringles Business Overview
- 4.3.3 Pringles Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 4.3.4 Pringles Potato Chips Product Portfolio
- 4.3.5 Pringles Recent Developments

### **4.4 Kettle Brand**

- 4.4.1 Kettle Brand Company Information
- 4.4.2 Kettle Brand Business Overview
- 4.4.3 Kettle Brand Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 4.4.4 Kettle Brand Potato Chips Product Portfolio
- 4.4.5 Kettle Brand Recent Developments

### **4.5 Better Made**

- 4.5.1 Better Made Company Information
- 4.5.2 Better Made Business Overview
- 4.5.3 Better Made Potato Chips Sales, Revenue and Gross Margin (2019-2024)
- 4.5.4 Better Made Potato Chips Product Portfolio

#### 4.5.5 Better Made Recent Developments

### 4.6 Cape Cod

#### 4.6.1 Cape Cod Company Information

#### 4.6.2 Cape Cod Business Overview

#### 4.6.3 Cape Cod Potato Chips Sales, Revenue and Gross Margin (2019-2024)

#### 4.6.4 Cape Cod Potato Chips Product Portfolio

#### 4.6.5 Cape Cod Recent Developments

### 4.7 Utz Quality Foods

#### 4.7.1 Utz Quality Foods Company Information

#### 4.7.2 Utz Quality Foods Business Overview

#### 4.7.3 Utz Quality Foods Potato Chips Sales, Revenue and Gross Margin (2019-2024)

#### 4.7.4 Utz Quality Foods Potato Chips Product Portfolio

#### 4.7.5 Utz Quality Foods Recent Developments

### 4.8 Golden Flake

#### 4.8.1 Golden Flake Company Information

#### 4.8.2 Golden Flake Business Overview

#### 4.8.3 Golden Flake Potato Chips Sales, Revenue and Gross Margin (2019-2024)

#### 4.8.4 Golden Flake Potato Chips Product Portfolio

#### 4.8.5 Golden Flake Recent Developments

### 4.9 Mikesell's

#### 4.9.1 Mikesell's Company Information

#### 4.9.2 Mikesell's Business Overview

#### 4.9.3 Mikesell's Potato Chips Sales, Revenue and Gross Margin (2019-2024)

#### 4.9.4 Mikesell's Potato Chips Product Portfolio

#### 4.9.5 Mikesell's Recent Developments

### 4.10 Ballreich's

#### 4.10.1 Ballreich's Company Information

#### 4.10.2 Ballreich's Business Overview

#### 4.10.3 Ballreich's Potato Chips Sales, Revenue and Gross Margin (2019-2024)

#### 4.10.4 Ballreich's Potato Chips Product Portfolio

#### 4.10.5 Ballreich's Recent Developments

## 5 GLOBAL POTATO CHIPS MARKET SCENARIO BY REGION

### 5.1 Global Potato Chips Market Size by Region: 2019 VS 2023 VS 2030

### 5.2 Global Potato Chips Sales by Region: 2019-2030

#### 5.2.1 Global Potato Chips Sales by Region: 2019-2024

#### 5.2.2 Global Potato Chips Sales by Region: 2025-2030

### 5.3 Global Potato Chips Revenue by Region: 2019-2030

- 5.3.1 Global Potato Chips Revenue by Region: 2019-2024
- 5.3.2 Global Potato Chips Revenue by Region: 2025-2030
- 5.4 North America Potato Chips Market Facts & Figures by Country
  - 5.4.1 North America Potato Chips Market Size by Country: 2019 VS 2023 VS 2030
  - 5.4.2 North America Potato Chips Sales by Country (2019-2030)
  - 5.4.3 North America Potato Chips Revenue by Country (2019-2030)
  - 5.4.4 U.S.
  - 5.4.5 Canada
- 5.5 Europe Potato Chips Market Facts & Figures by Country
  - 5.5.1 Europe Potato Chips Market Size by Country: 2019 VS 2023 VS 2030
  - 5.5.2 Europe Potato Chips Sales by Country (2019-2030)
  - 5.5.3 Europe Potato Chips Revenue by Country (2019-2030)
  - 5.5.4 Germany
  - 5.5.5 France
  - 5.5.6 U.K.
  - 5.5.7 Italy
  - 5.5.8 Russia
- 5.6 Asia Pacific Potato Chips Market Facts & Figures by Country
  - 5.6.1 Asia Pacific Potato Chips Market Size by Country: 2019 VS 2023 VS 2030
  - 5.6.2 Asia Pacific Potato Chips Sales by Country (2019-2030)
  - 5.6.3 Asia Pacific Potato Chips Revenue by Country (2019-2030)
  - 5.6.4 China
  - 5.6.5 Japan
  - 5.6.6 South Korea
  - 5.6.7 India
  - 5.6.8 Australia
  - 5.6.9 China Taiwan
  - 5.6.10 Indonesia
  - 5.6.11 Thailand
  - 5.6.12 Malaysia
- 5.7 Latin America Potato Chips Market Facts & Figures by Country
  - 5.7.1 Latin America Potato Chips Market Size by Country: 2019 VS 2023 VS 2030
  - 5.7.2 Latin America Potato Chips Sales by Country (2019-2030)
  - 5.7.3 Latin America Potato Chips Revenue by Country (2019-2030)
  - 5.7.4 Mexico
  - 5.7.5 Brazil
  - 5.7.6 Argentina
- 5.8 Middle East and Africa Potato Chips Market Facts & Figures by Country
  - 5.8.1 Middle East and Africa Potato Chips Market Size by Country: 2019 VS 2023 VS

2030

- 5.8.2 Middle East and Africa Potato Chips Sales by Country (2019-2030)
- 5.8.3 Middle East and Africa Potato Chips Revenue by Country (2019-2030)
- 5.8.4 Turkey
- 5.8.5 Saudi Arabia
- 5.8.6 UAE

## **6 SEGMENT BY TYPE**

- 6.1 Global Potato Chips Sales by Type (2019-2030)
  - 6.1.1 Global Potato Chips Sales by Type (2019-2030) & (MT)
  - 6.1.2 Global Potato Chips Sales Market Share by Type (2019-2030)
- 6.2 Global Potato Chips Revenue by Type (2019-2030)
  - 6.2.1 Global Potato Chips Sales by Type (2019-2030) & (US\$ Million)
  - 6.2.2 Global Potato Chips Revenue Market Share by Type (2019-2030)
- 6.3 Global Potato Chips Price by Type (2019-2030)

## **7 SEGMENT BY APPLICATION**

- 7.1 Global Potato Chips Sales by Application (2019-2030)
  - 7.1.1 Global Potato Chips Sales by Application (2019-2030) & (MT)
  - 7.1.2 Global Potato Chips Sales Market Share by Application (2019-2030)
- 7.2 Global Potato Chips Revenue by Application (2019-2030)
  - 7.2.1 Global Potato Chips Sales by Application (2019-2030) & (US\$ Million)
  - 7.2.2 Global Potato Chips Revenue Market Share by Application (2019-2030)
- 7.3 Global Potato Chips Price by Application (2019-2030)

## **8 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET**

- 8.1 Potato Chips Value Chain Analysis
  - 8.1.1 Potato Chips Key Raw Materials
  - 8.1.2 Raw Materials Key Suppliers
  - 8.1.3 Potato Chips Production Mode & Process
- 8.2 Potato Chips Sales Channels Analysis
  - 8.2.1 Direct Comparison with Distribution Share
  - 8.2.2 Potato Chips Distributors
  - 8.2.3 Potato Chips Customers

## **9 GLOBAL POTATO CHIPS ANALYZING MARKET DYNAMICS**

9.1 Potato Chips Industry Trends

9.2 Potato Chips Industry Drivers

9.3 Potato Chips Industry Opportunities and Challenges

9.4 Potato Chips Industry Restraints

## **10 REPORT CONCLUSION**

## **11 DISCLAIMER**

## I would like to order

Product name: Potato Chips Industry Research Report 2024

Product link: <https://marketpublishers.com/r/P4611FF81AABEN.html>

Price: US\$ 2,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P4611FF81AABEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970