

# **Global Fruit and vegetable chips Market Size study, by Product Outlook (Vegetables, Fruits) by Distribution Channel (Online, Offline) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Fruit and vegetable chips Market is valued approximately USD 48 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 6.5 % over the forecast period 2021-2027. The demand for fruits and vegetable market is shifting towards convenient, functional, and flavored go to snacks. Moreover, fruit and vegetable are gaining immense popularity as they are delicious and healthier as compared to fried chips. Consumers across the globe are trying to switch to better for health products such as vegetable chips, and as they are ready to eat (RTE) products and helps to fill the hunger. According to IFT, in year 2020, new fruit chips lines extensions plummeted by 29% versus the prior three-year average in multi-outlet retailers. As there is change in taste and preferences, and consumers are willing to try different flavors of fruit and vegetable chips which is driving the growth. And there are several product manufacturers who are reviving the production of raw material, supply chain and launching a healthier version of these snacks which is rising the demand of consumers. However, frequent change in prices affects the growth of the market over the forecast period of 2021-2027. Also, the market has a lot to offer like product innovation, market segmentation which is likely to increase the market growth during the forecast period.

The regional analysis of global Fruit and vegetable chips market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia-Pacific is the dominating region across the world in terms of market share owing to the demand for natural and organic convenient food products has been rising in the region. Whereas, Europe is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2021-2027. Factors such as the manufacturers are increasingly

launching new and innovative flavors in the region which would create lucrative growth prospects for the Fruit and vegetable chips market across Asia-Pacific region.

Major market player included in this report are:

Calbee

OUR LITTLE REBELLION

PepsiCo

Snikiddy

Zweifel

AIB Foods

The Forager Foods

Hain Celestial

Nehf

Popchips

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Outlook:

Vegetables

- Potato
- Sweet Potato
- Beetroot
- Carrot
- Mix
- Others

Fruits

- Apple
- Banana
- Mango
- Mix
- Others

By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Fruit and vegetable chips Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
  - 1.2.1. Fruit and vegetable chips Market, by Region, 2019-2027 (USD Billion)
  - 1.2.2. Fruit and vegetable chips Market, by Product Outlook, 2019-2027 (USD Billion)
  - 1.2.3. Fruit and vegetable chips Market, by Distribution Channel, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL FRUIT AND VEGETABLE CHIPS MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL FRUIT AND VEGETABLE CHIPS MARKET DYNAMICS**

- 3.1. Fruit and vegetable chips Market Impact Analysis (2019-2027)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Change in taste and preference
  - 3.1.2. Market Challenges
    - 3.1.2.1. Change in price of raw material
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Innovative product offering

### **CHAPTER 4. GLOBAL FRUIT AND VEGETABLE CHIPS MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL FRUIT AND VEGETABLE CHIPS MARKET, BY PRODUCT OUTLOOK**

- 5.1. Market Snapshot
- 5.2. Global Fruit and vegetable chips Market by Product Outlook, Performance - Potential Analysis
- 5.3. Global Fruit and vegetable chips Market Estimates & Forecasts by Product Outlook 2018-2027 (USD Billion)
- 5.4. Fruit and vegetable chips Market, Sub Segment Analysis
  - 5.4.1. Vegetable
  - 5.4.2. Fruit

## **CHAPTER 6. GLOBAL FRUIT AND VEGETABLE CHIPS MARKET, BY DISTRIBUTION CHANNEL**

- 6.1. Market Snapshot
- 6.2. Global Fruit and vegetable chips Market by Distribution Channel, Performance - Potential Analysis
- 6.3. Global Fruit and vegetable chips Market Estimates & Forecasts by Distribution Channel 2018-2027 (USD Billion)
- 6.4. Fruit and vegetable chips Market, Sub Segment Analysis
  - 6.4.1. Online
  - 6.4.2. Offline

## **CHAPTER 7. GLOBAL FRUIT AND VEGETABLE CHIPS MARKET, REGIONAL ANALYSIS**

- 7.1. Fruit and vegetable chips Market, Regional Market Snapshot
- 7.2. North America Fruit and vegetable chips Market
  - 7.2.1. U.S. Fruit and vegetable chips Market
    - 7.2.1.1. Product Outlook breakdown estimates & forecasts, 2018-2027
    - 7.2.1.2. Distribution Channel breakdown estimates & forecasts, 2018-2027
  - 7.2.2. Canada Fruit and vegetable chips Market
- 7.3. Europe Fruit and vegetable chips Market Snapshot
  - 7.3.1. U.K. Fruit and vegetable chips Market
  - 7.3.2. Germany Fruit and vegetable chips Market
  - 7.3.3. France Fruit and vegetable chips Market
  - 7.3.4. Spain Fruit and vegetable chips Market
  - 7.3.5. Italy Fruit and vegetable chips Market
  - 7.3.6. Rest of Europe Fruit and vegetable chips Market
- 7.4. Asia-Pacific Fruit and vegetable chips Market Snapshot
  - 7.4.1. China Fruit and vegetable chips Market
  - 7.4.2. India Fruit and vegetable chips Market
  - 7.4.3. Japan Fruit and vegetable chips Market
  - 7.4.4. Australia Fruit and vegetable chips Market
  - 7.4.5. South Korea Fruit and vegetable chips Market
  - 7.4.6. Rest of Asia Pacific Fruit and vegetable chips Market
- 7.5. Latin America Fruit and vegetable chips Market Snapshot
  - 7.5.1. Brazil Fruit and vegetable chips Market
  - 7.5.2. Mexico Fruit and vegetable chips Market
- 7.6. Rest of The World Fruit and vegetable chips Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Top Market Strategies
- 8.2. Company Profiles
  - 8.2.1. Calbee
    - 8.2.1.1. Key Information
    - 8.2.1.2. Overview
    - 8.2.1.3. Financial (Subject to Data Availability)
    - 8.2.1.4. Product Summary
    - 8.2.1.5. Recent Developments
  - 8.2.2. OUR LITTLE REBELLION
  - 8.2.3. PepsiCo
  - 8.2.4. Snikiddy

- 8.2.5. Zweifel
- 8.2.6. AIB Foods
- 8.2.7. The Forager Foods
- 8.2.8. Hain Celestial
- 8.2.9. Nehf
- 8.2.10. Popchips

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption



## List Of Tables

### LIST OF TABLES

TABLE 1. Global Fruit and vegetable chips market, report scope

TABLE 2. Global Fruit and vegetable chips market estimates & forecasts by Region 2018-2027 (USD Billion)

TABLE 3. Global Fruit and vegetable chips market estimates & forecasts by Product Outlook 2018-2027 (USD Billion)

TABLE 4. Global Fruit and vegetable chips market estimates & forecasts by Distribution Channel 2018-2027 (USD Billion)

TABLE 5. Global Fruit and vegetable chips market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 6. Global Fruit and vegetable chips market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 7. Global Fruit and vegetable chips market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 8. Global Fruit and vegetable chips market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 9. Global Fruit and vegetable chips market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 10. Global Fruit and vegetable chips market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 11. Global Fruit and vegetable chips market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 12. Global Fruit and vegetable chips market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 13. Global Fruit and vegetable chips market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 14. Global Fruit and vegetable chips market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 15. U.S. Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 16. U.S. Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 17. U.S. Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 18. Canada Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 19. Canada Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 20. Canada Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 21. UK Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 22. UK Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 23. UK Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 24. Germany Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 25. Germany Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. Germany Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 27. RoE Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 28. RoE Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. RoE Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 30. China Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 31. China Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. China Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 33. India Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 34. India Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. India Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 36. Japan Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 37. Japan Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. Japan Fruit and vegetable chips market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 39. RoAPAC Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 40. RoAPAC Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 41. RoAPAC Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 42. Brazil Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 43. Brazil Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 44. Brazil Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 45. Mexico Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 46. Mexico Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 47. Mexico Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 48. RoLA Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 49. RoLA Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 50. RoLA Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 51. Row Fruit and vegetable chips market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 52. Row Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 53. Row Fruit and vegetable chips market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 54. List of secondary sources, used in the study of global Fruit and vegetable chips market

TABLE 55. List of primary sources, used in the study of global Fruit and vegetable chips market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Fruit and vegetable chips market, research methodology
- FIG 2. Global Fruit and vegetable chips market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Fruit and vegetable chips market, key trends 2020
- FIG 5. Global Fruit and vegetable chips market, growth prospects 2021-2027
- FIG 6. Global Fruit and vegetable chips market, porters 5 force model
- FIG 7. Global Fruit and vegetable chips market, pest analysis
- FIG 8. Global Fruit and vegetable chips market, value chain analysis
- FIG 9. Global Fruit and vegetable chips market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Fruit and vegetable chips market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Fruit and vegetable chips market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Fruit and vegetable chips market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Fruit and vegetable chips market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Fruit and vegetable chips market, regional snapshot 2018 & 2027
- FIG 15. North America Fruit and vegetable chips market 2018 & 2027 (USD Billion)
- FIG 16. Europe Fruit and vegetable chips market 2018 & 2027 (USD Billion)
- FIG 17. Asia pacific Fruit and vegetable chips market 2018 & 2027 (USD Billion)
- FIG 18. Latin America Fruit and vegetable chips market 2018 & 2027 (USD Billion)
- FIG 19. Global Fruit and vegetable chips market, company market share analysis (2020)

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