

Global Potato Snack Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Potato snacks are a popular category within the broader snack food industry, characterized by products such as potato chips, crisps, sticks, and other forms of processed potatoes. These snacks are typically made from sliced, fried, or baked potatoes and are seasoned with various flavors to enhance taste. The market for potato snacks is well-established globally, catering to a wide consumer base across different age groups and demographics.

In 2023, the global market size for potato snacks reached approximately USD 45 billion. The market is projected to grow at a compound annual growth rate (CAGR) of 4.5% from 2024 to 2032. This growth can be attributed to several key factors, including the increasing demand for convenient and on-the-go snack options, the rising popularity of flavored and specialty potato snacks, and the expanding distribution channels in both traditional retail and e-commerce platforms.

One of the primary growth drivers for the potato snack market is the growing trend of snacking between meals, driven by changing lifestyles, urbanization, and an increase in disposable income. Consumers are seeking convenient and portable snack options that offer both indulgence and satisfaction. Potato snacks, with their wide range of flavors and textures, cater to these evolving consumer preferences, driving market growth.

Another significant factor fueling market growth is the continuous innovation in product offerings by manufacturers. Companies are introducing new flavors, healthier variants, and innovative packaging formats to attract consumers and differentiate their products in a competitive market landscape. For instance, the introduction of baked potato chips,

organic options, and low-sodium varieties caters to health-conscious consumers seeking better-for-you snack alternatives.

Additionally, the increasing focus on marketing and branding strategies, including celebrity endorsements, social media campaigns, and experiential marketing, plays a crucial role in expanding the consumer base for potato snacks. These efforts help create brand awareness, drive product visibility, and influence purchase decisions, especially among the younger demographic segments.

From a regional perspective, North America and Europe currently dominate the potato snack market due to high consumer awareness, established distribution networks, and a strong culture of snacking. However, Asia-Pacific is expected to witness significant growth in the coming years, driven by changing dietary habits, urbanization, and the increasing influence of Western snacking trends in the region.

Despite the positive growth outlook, the potato snack market faces certain challenges, including intensifying competition from alternative snack options like healthier snacks, nuts, seeds, and fruit-based snacks. Moreover, fluctuating raw material prices, concerns regarding health and nutrition, and regulatory pressures related to food labeling and ingredients pose additional challenges for market players.

In conclusion, the potato snack market presents lucrative opportunities for manufacturers and retailers alike, driven by evolving consumer preferences, product innovation, and expanding distribution channels. To capitalize on these opportunities, companies should focus on product diversification, marketing strategies, and addressing health and wellness concerns to stay competitive in a dynamic market environment.

This report provides a deep insight into the global Potato Snack market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Potato Snack Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps

the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Potato Snack market in any manner.

Global Potato Snack Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

McCain Foods Limited

Lamb Weston Holdings

Inc.

The Kraft Heinz Company

Aviko B.V.

AGRANA Beteiligungs-AG

Farm Frites International B.V.

Emsland Group

LENG-D'OR

Idahoan Foods

LLC

J.R. Simplot Company

PepsiCo

Limagrain Ingredients

Intersnack Group GmbH & Co. Kg

The Little Potato Company Ltd.

J.R. Short Milling Company

Market Segmentation (by Type)

Chips & French Fries

Canned Potatoes

Frozen Potatoes

Dehydrated Potatoes

Others

Market Segmentation (by Application)

Ready-to-cook Products

Snacks

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Potato Snack Market

Overview of the regional outlook of the Potato Snack Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint

the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an 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 Potato Snack Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the 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 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to 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 8 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 capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Potato Snack

1.2 Key Market Segments

1.2.1 Potato Snack Segment by Type

1.2.2 Potato Snack Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 POTATO SNACK MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Potato Snack Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Potato Snack Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 POTATO SNACK MARKET COMPETITIVE LANDSCAPE

3.1 Global Potato Snack Sales by Manufacturers (2019-2024)

3.2 Global Potato Snack Revenue Market Share by Manufacturers (2019-2024)

3.3 Potato Snack Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Potato Snack Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Potato Snack Sales Sites, Area Served, Product Type

3.6 Potato Snack Market Competitive Situation and Trends

3.6.1 Potato Snack Market Concentration Rate

3.6.2 Global 5 and 10 Largest Potato Snack Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 POTATO SNACK INDUSTRY CHAIN ANALYSIS

4.1 Potato Snack Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF POTATO SNACK MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 POTATO SNACK MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Potato Snack Sales Market Share by Type (2019-2024)

6.3 Global Potato Snack Market Size Market Share by Type (2019-2024)

6.4 Global Potato Snack Price by Type (2019-2024)

7 POTATO SNACK MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Potato Snack Market Sales by Application (2019-2024)

7.3 Global Potato Snack Market Size (M USD) by Application (2019-2024)

7.4 Global Potato Snack Sales Growth Rate by Application (2019-2024)

8 POTATO SNACK MARKET SALES BY REGION

8.1 Global Potato Snack Sales by Region

8.1.1 Global Potato Snack Sales by Region

8.1.2 Global Potato Snack Sales Market Share by Region

8.2 Global Potato Snack Market Size by Region

8.2.1 Global Potato Snack Market Size by Region

8.2.2 Global Potato Snack Market Size Market Share by Region

8.3 North America

- 8.3.1 North America Potato Snack Sales by Country
- 8.3.2 North America Potato Snack Market Size by Country
- 8.3.3 U.S. Market Overview
- 8.3.4 Canada Market Overview
- 8.3.5 Mexico Market Overview

8.4 Europe

- 8.4.1 Europe Potato Snack Sales by Country
- 8.4.2 Europe Potato Snack Market Size by Country
- 8.4.3 Germany Market Overview
- 8.4.4 France Market Overview
- 8.4.5 U.K. Market Overview
- 8.4.6 Italy Market Overview
- 8.4.7 Russia Market Overview

8.5 Asia Pacific

- 8.5.1 Asia Pacific Potato Snack Sales by Region
- 8.5.2 China
- 8.5.3 Japan
- 8.5.4 South Korea
- 8.5.5 India
- 8.5.6 Southeast Asia

8.6 Asia Pacific

- 8.6.1 Asia Pacific Potato Snack Market Size by Region
- 8.6.2 Asia Pacific Potato Snack Market Size by Region
- 8.6.3 China
- 8.6.4 Japan
- 8.6.5 South Korea
- 8.6.6 India
- 8.6.7 Southeast Asia

8.7 South America

- 8.7.1 South America Potato Snack Sales by Country
- 8.7.2 South America Potato Snack Market Size by Country
- 8.7.3 Brazil
- 8.7.4 Argentina
- 8.7.5 Columbia

8.8 Middle East and Africa

- 8.8.1 Middle East and Africa Potato Snack Sales by Region
- 8.8.2 Middle East and Africa Potato Snack Market Size by Region
- 8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 POTATO SNACK MARKET PRODUCTION BY REGION

- 9.1 Global Production of Potato Snack by Region (2019-2024)
- 9.2 Global Potato Snack Revenue Market Share by Region (2019-2024)
- 9.3 Global Potato Snack Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Potato Snack Production
 - 9.4.1 North America Potato Snack Production Growth Rate (2019-2024)
 - 9.4.2 North America Potato Snack Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Potato Snack Production
 - 9.5.1 Europe Potato Snack Production Growth Rate (2019-2024)
 - 9.5.2 Europe Potato Snack Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Potato Snack Production (2019-2024)
 - 9.6.1 Japan Potato Snack Production Growth Rate (2019-2024)
 - 9.6.2 Japan Potato Snack Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Potato Snack Production (2019-2024)
 - 9.7.1 China Potato Snack Production Growth Rate (2019-2024)
 - 9.7.2 China Potato Snack Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 McCain Foods Limited
 - 10.1.1 McCain Foods Limited Potato Snack Basic Information
 - 10.1.2 McCain Foods Limited Potato Snack Product Overview
 - 10.1.3 McCain Foods Limited Potato Snack Product Market Performance
 - 10.1.4 McCain Foods Limited Business Overview
 - 10.1.5 McCain Foods Limited Potato Snack SWOT Analysis
 - 10.1.6 McCain Foods Limited Recent Developments
- 10.2 Lamb Weston Holdings
 - 10.2.1 Lamb Weston Holdings Potato Snack Basic Information
 - 10.2.2 Lamb Weston Holdings Potato Snack Product Overview
 - 10.2.3 Lamb Weston Holdings Potato Snack Product Market Performance
 - 10.2.4 Lamb Weston Holdings Business Overview
 - 10.2.5 Lamb Weston Holdings Potato Snack SWOT Analysis

- 10.2.6 Lamb Weston Holdings Recent Developments
- 10.3 Inc.
 - 10.3.1 Inc. Potato Snack Basic Information
 - 10.3.2 Inc. Potato Snack Product Overview
 - 10.3.3 Inc. Potato Snack Product Market Performance
 - 10.3.4 Inc. Potato Snack SWOT Analysis
 - 10.3.5 Inc. Business Overview
 - 10.3.6 Inc. Recent Developments
- 10.4 The Kraft Heinz Company
 - 10.4.1 The Kraft Heinz Company Potato Snack Basic Information
 - 10.4.2 The Kraft Heinz Company Potato Snack Product Overview
 - 10.4.3 The Kraft Heinz Company Potato Snack Product Market Performance
 - 10.4.4 The Kraft Heinz Company Business Overview
 - 10.4.5 The Kraft Heinz Company Recent Developments
- 10.5 Aviko B.V.
 - 10.5.1 Aviko B.V. Potato Snack Basic Information
 - 10.5.2 Aviko B.V. Potato Snack Product Overview
 - 10.5.3 Aviko B.V. Potato Snack Product Market Performance
 - 10.5.4 Aviko B.V. Business Overview
 - 10.5.5 Aviko B.V. Recent Developments
- 10.6 AGRANA Beteiligungs-AG
 - 10.6.1 AGRANA Beteiligungs-AG Potato Snack Basic Information
 - 10.6.2 AGRANA Beteiligungs-AG Potato Snack Product Overview
 - 10.6.3 AGRANA Beteiligungs-AG Potato Snack Product Market Performance
 - 10.6.4 AGRANA Beteiligungs-AG Business Overview
 - 10.6.5 AGRANA Beteiligungs-AG Recent Developments
- 10.7 Farm Frites International B.V.
 - 10.7.1 Farm Frites International B.V. Potato Snack Basic Information
 - 10.7.2 Farm Frites International B.V. Potato Snack Product Overview
 - 10.7.3 Farm Frites International B.V. Potato Snack Product Market Performance
 - 10.7.4 Farm Frites International B.V. Business Overview
 - 10.7.5 Farm Frites International B.V. Recent Developments
- 10.8 Emsland Group
 - 10.8.1 Emsland Group Potato Snack Basic Information
 - 10.8.2 Emsland Group Potato Snack Product Overview
 - 10.8.3 Emsland Group Potato Snack Product Market Performance
 - 10.8.4 Emsland Group Business Overview
 - 10.8.5 Emsland Group Recent Developments
- 10.9 LENG-D'OR

- 10.9.1 LENG-D'OR Potato Snack Basic Information
- 10.9.2 LENG-D'OR Potato Snack Product Overview
- 10.9.3 LENG-D'OR Potato Snack Product Market Performance
- 10.9.4 LENG-D'OR Business Overview
- 10.9.5 LENG-D'OR Recent Developments
- 10.10 Idahoan Foods
 - 10.10.1 Idahoan Foods Potato Snack Basic Information
 - 10.10.2 Idahoan Foods Potato Snack Product Overview
 - 10.10.3 Idahoan Foods Potato Snack Product Market Performance
 - 10.10.4 Idahoan Foods Business Overview
 - 10.10.5 Idahoan Foods Recent Developments
- 10.11 LLC
 - 10.11.1 LLC Potato Snack Basic Information
 - 10.11.2 LLC Potato Snack Product Overview
 - 10.11.3 LLC Potato Snack Product Market Performance
 - 10.11.4 LLC Business Overview
 - 10.11.5 LLC Recent Developments
- 10.12 J.R. Simplot Company
 - 10.12.1 J.R. Simplot Company Potato Snack Basic Information
 - 10.12.2 J.R. Simplot Company Potato Snack Product Overview
 - 10.12.3 J.R. Simplot Company Potato Snack Product Market Performance
 - 10.12.4 J.R. Simplot Company Business Overview
 - 10.12.5 J.R. Simplot Company Recent Developments
- 10.13 PepsiCo
 - 10.13.1 PepsiCo Potato Snack Basic Information
 - 10.13.2 PepsiCo Potato Snack Product Overview
 - 10.13.3 PepsiCo Potato Snack Product Market Performance
 - 10.13.4 PepsiCo Business Overview
 - 10.13.5 PepsiCo Recent Developments
- 10.14 Limagrain Ingredients
 - 10.14.1 Limagrain Ingredients Potato Snack Basic Information
 - 10.14.2 Limagrain Ingredients Potato Snack Product Overview
 - 10.14.3 Limagrain Ingredients Potato Snack Product Market Performance
 - 10.14.4 Limagrain Ingredients Business Overview
 - 10.14.5 Limagrain Ingredients Recent Developments
- 10.15 Intersnack Group GmbH and Co. Kg
 - 10.15.1 Intersnack Group GmbH and Co. Kg Potato Snack Basic Information
 - 10.15.2 Intersnack Group GmbH and Co. Kg Potato Snack Product Overview
 - 10.15.3 Intersnack Group GmbH and Co. Kg Potato Snack Product Market

Performance

- 10.15.4 Intersnack Group GmbH and Co. Kg Business Overview
- 10.15.5 Intersnack Group GmbH and Co. Kg Recent Developments
- 10.16 The Little Potato Company Ltd.
 - 10.16.1 The Little Potato Company Ltd. Potato Snack Basic Information
 - 10.16.2 The Little Potato Company Ltd. Potato Snack Product Overview
 - 10.16.3 The Little Potato Company Ltd. Potato Snack Product Market Performance
 - 10.16.4 The Little Potato Company Ltd. Business Overview
 - 10.16.5 The Little Potato Company Ltd. Recent Developments
- 10.17 J.R. Short Milling Company
 - 10.17.1 J.R. Short Milling Company Potato Snack Basic Information
 - 10.17.2 J.R. Short Milling Company Potato Snack Product Overview
 - 10.17.3 J.R. Short Milling Company Potato Snack Product Market Performance
 - 10.17.4 J.R. Short Milling Company Business Overview
 - 10.17.5 J.R. Short Milling Company Recent Developments

11 POTATO SNACK MARKET FORECAST BY REGION

- 11.1 Global Potato Snack Market Size Forecast
- 11.2 Global Potato Snack Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Potato Snack Market Size Forecast by Country
 - 11.2.3 Asia Pacific Potato Snack Market Size Forecast by Region
 - 11.2.4 South America Potato Snack Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Potato Snack by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Potato Snack Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Potato Snack by Type (2025-2032)
 - 12.1.2 Global Potato Snack Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Potato Snack by Type (2025-2032)
- 12.2 Global Potato Snack Market Forecast by Application (2025-2032)
 - 12.2.1 Global Potato Snack Sales (K MT) Forecast by Application
 - 12.2.2 Global Potato Snack Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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