

Global Tortilla Chips Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Tortilla Chips market size will reach 9,494.94 Million USD in 2025 and is projected to reach 15,157.25 Million USD by 2032, with a CAGR of 6.91% (2025-2032). Notably, the China Tortilla Chips market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Tortilla chips are a popular snack made from thin, crispy pieces of deep-fried or baked tortillas, which are flat, round, and thin Mexican flatbreads made from corn or wheat flour. The tortillas are cut into triangles or strips before being cooked to a crisp texture. Tortilla chips are enjoyed for their crunchy and savory nature, making them a versatile snack that can be paired with various dips, salsas, guacamole, or enjoyed on their own. They are a common accompaniment to Mexican and Tex-Mex cuisine, often served alongside dishes like nachos. Additionally, flavored tortilla chips, such as those seasoned with spices, cheese, or herbs, provide a wide range of taste options for consumers. Tortilla chips have become a globally recognized snack, loved for their satisfying crunch and ability to complement a variety of flavors.

The major global manufacturers of Tortilla Chips include GRUMA, Grupo Bimbo, PepsiCo, Truco Enterprises, Amplify Snack Brands, Arca Continental, Fireworks Foods, Greendot Health Foods, Hain Celestial, Intersnack Group, Kellogg, Mexican Corn Products, Snacka Lanka, Snyder's-Lance, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading

enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Tortilla Chips. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Tortilla Chips market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Tortilla Chips market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Tortilla Chips industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Tortilla Chips Include:

GRUMA

Grupo Bimbo

PepsiCo

Truco Enterprises

Amplify Snack Brands

Arca Continental

Fireworks Foods

Greendot Health Foods

Hain Celestial

Intersnack Group

Kellogg

Mexican Corn Products

Snacka Lanka

Snyder's-Lance

Tortilla Chips Product Segment Include:

Baked Tortilla Chips

Fried Tortilla Chips

Tortilla Chips Product Application Include:

Online Sales

Offline Sales

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Tortilla Chips Industry PESTEL Analysis

Chapter 3: Global Tortilla Chips Industry Porter's Five Forces Analysis

Chapter 4: Global Tortilla Chips Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Tortilla Chips Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Tortilla Chips Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Tortilla Chips Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Tortilla Chips Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Tortilla Chips Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Tortilla Chips Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Tortilla Chips Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Tortilla Chips Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 TORTILLA CHIPS MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Tortilla Chips Product by Type
 - 1.2.1 Baked Tortilla Chips
 - 1.2.2 Fried Tortilla Chips
- 1.3 Tortilla Chips Product by Application
 - 1.3.1 Online Sales
 - 1.3.2 Offline Sales
- 1.4 Global Tortilla Chips Market Revenue and Sales Analysis
 - 1.4.1 Global Tortilla Chips Revenue Market Size Analysis (2020-2032)
 - 1.4.2 Global Tortilla Chips Sales Market Size Analysis (2020-2032)
 - 1.4.3 Global Tortilla Chips Market Sales Price Trend Analysis (2020-2032)
- 1.5 Tortilla Chips Industry Trends and Innovation
 - 1.5.1 Tortilla Chips Industry Trends and Innovation
 - 1.5.2 Tortilla Chips Market Drivers and Challenges

2 TORTILLA CHIPS MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 TORTILLA CHIPS MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL TORTILLA CHIPS MARKET ANALYSIS BY REGIONS

- 4.1 Tortilla Chips Overall Market: 2024 VS 2025 VS 2032

- 4.2 Global Tortilla Chips Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Tortilla Chips Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Tortilla Chips Revenue and Market Share Forecast by Region (2026-2032)
- 4.3 Global Tortilla Chips Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Tortilla Chips Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Tortilla Chips Sales and Market Share Forecast by Region (2026-2032)
- 4.4 Global Tortilla Chips Sales Price Trend Analysis (2020-2032)

5 GLOBAL TORTILLA CHIPS MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Tortilla Chips Market Size by Type
 - 5.1.1 Global Tortilla Chips Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Tortilla Chips Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Tortilla Chips Market Size by Application
 - 5.2.1 Global Tortilla Chips Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Tortilla Chips Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Tortilla Chips Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Tortilla Chips Market Size by Type
 - 6.3.1 North America Tortilla Chips Sales by Type (2020-2032)
 - 6.3.2 North America Tortilla Chips Revenue by Type (2020-2032)
- 6.4 North America Tortilla Chips Market Size by Application
 - 6.4.1 North America Tortilla Chips Sales by Application (2020-2032)
 - 6.4.2 North America Tortilla Chips Revenue by Application (2020-2032)
- 6.5 North America Tortilla Chips Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Tortilla Chips Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Tortilla Chips Market Size by Type
 - 7.3.1 Europe Tortilla Chips Sales by Type (2020-2032)
 - 7.3.2 Europe Tortilla Chips Revenue by Type (2020-2032)

7.4 Europe Tortilla Chips Market Size by Application

7.4.1 Europe Tortilla Chips Sales by Application (2020-2032)

7.4.2 Europe Tortilla Chips Revenue by Application (2020-2032)

7.5 Europe Tortilla Chips Market Size by Country

7.5.1 Germany

7.5.2 France

7.5.3 United Kingdom

7.5.4 Italy

7.5.5 Spain

7.5.6 Benelux

8 CHINA

8.1 China Tortilla Chips Market Size and Growth Rate Analysis (2020-2032)

8.2 China Key Manufacturers Analysis

8.3 China Tortilla Chips Market Size by Type

8.3.1 China Tortilla Chips Sales by Type (2020-2032)

8.3.2 China Tortilla Chips Revenue by Type (2020-2032)

8.4 China Tortilla Chips Market Size by Application

8.4.1 China Tortilla Chips Sales by Application (2020-2032)

8.4.2 China Tortilla Chips Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

9.1 APAC (excl. China) Tortilla Chips Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Manufacturers Analysis

9.3 APAC (excl. China) Tortilla Chips Market Size by Type

9.3.1 APAC (excl. China) Tortilla Chips Sales by Type (2020-2032)

9.3.2 APAC (excl. China) Tortilla Chips Revenue by Type (2020-2032)

9.4 APAC (excl. China) Tortilla Chips Market Size by Application

9.4.1 APAC (excl. China) Tortilla Chips Sales by Application (2020-2032)

9.4.2 APAC (excl. China) Tortilla Chips Revenue by Application (2020-2032)

9.5 APAC (excl. China) Tortilla Chips Market Size by Country

9.5.1 Japan

9.5.2 South Korea

9.5.3 India

9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

- 10.1 Latin America Tortilla Chips Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Manufacturers Analysis
- 10.3 Latin America Tortilla Chips Market Size by Type
 - 10.3.1 Latin America Tortilla Chips Sales by Type (2020-2032)
 - 10.3.2 Latin America Tortilla Chips Revenue by Type (2020-2032)
- 10.4 Latin America Tortilla Chips Market Size by Application
 - 10.4.1 Latin America Tortilla Chips Sales by Application (2020-2032)
 - 10.4.2 Latin America Tortilla Chips Revenue by Application (2020-2032)
- 10.5 Latin America Tortilla Chips Market Size by Country
- 10.6 Latin America Tortilla Chips Market Size by Country
 - 10.6.1 Mexico
 - 10.6.2 Brazil

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Tortilla Chips Market Size and Growth Rate Analysis (2020-2032)
- 11.2 Middle East & Africa Key Manufacturers Analysis
- 11.3 Middle East & Africa Tortilla Chips Market Size by Type
 - 11.3.1 Middle East & Africa Tortilla Chips Sales by Type (2020-2032)
 - 11.3.2 Middle East & Africa Tortilla Chips Revenue by Type (2020-2032)
- 11.4 Middle East & Africa Tortilla Chips Market Size by Application
 - 11.4.1 Middle East & Africa Tortilla Chips Sales by Application (2020-2032)
 - 11.4.2 Middle East & Africa Tortilla Chips Revenue by Application (2020-2032)
- 11.5 Middle East Tortilla Chips Market Size by Country
 - 11.5.1 Saudi Arabia
 - 11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

- 12.1 Global Tortilla Chips Market Sales, Revenue and Price by Key Manufacturers (2021-2025)
 - 12.1.1 Global Tortilla Chips Market Sales by Key Manufacturers (2021-2025)
 - 12.1.2 Global Tortilla Chips Market Revenue by Key Manufacturers (2021-2025)
 - 12.1.3 Global Tortilla Chips Average Sales Price by Manufacturers (2021-2025)
- 12.2 Tortilla Chips Competitive Landscape Analysis and Market Dynamic

- 12.2.1 Tortilla Chips Competitive Landscape Analysis
- 12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales
- 12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 GRUMA

13.1.1 GRUMA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 GRUMA Tortilla Chips Product Portfolio

13.1.3 GRUMA Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 Grupo Bimbo

13.2.1 Grupo Bimbo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Grupo Bimbo Tortilla Chips Product Portfolio

13.2.3 Grupo Bimbo Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 PepsiCo

13.3.1 PepsiCo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 PepsiCo Tortilla Chips Product Portfolio

13.3.3 PepsiCo Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Truco Enterprises

13.4.1 Truco Enterprises Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Truco Enterprises Tortilla Chips Product Portfolio

13.4.3 Truco Enterprises Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 Amplify Snack Brands

13.5.1 Amplify Snack Brands Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Amplify Snack Brands Tortilla Chips Product Portfolio

13.5.3 Amplify Snack Brands Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Arca Continental

13.6.1 Arca Continental Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- 13.6.2 Arca Continental Tortilla Chips Product Portfolio
- 13.6.3 Arca Continental Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.7 Fireworks Foods
 - 13.7.1 Fireworks Foods Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.7.2 Fireworks Foods Tortilla Chips Product Portfolio
 - 13.7.3 Fireworks Foods Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.8 Greendot Health Foods
 - 13.8.1 Greendot Health Foods Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.8.2 Greendot Health Foods Tortilla Chips Product Portfolio
 - 13.8.3 Greendot Health Foods Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.9 Hain Celestial
 - 13.9.1 Hain Celestial Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.9.2 Hain Celestial Tortilla Chips Product Portfolio
 - 13.9.3 Hain Celestial Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.10 Intersnack Group
 - 13.10.1 Intersnack Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.10.2 Intersnack Group Tortilla Chips Product Portfolio
 - 13.10.3 Intersnack Group Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.11 Kellogg
 - 13.11.1 Kellogg Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.11.2 Kellogg Tortilla Chips Product Portfolio
 - 13.11.3 Kellogg Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.12 Mexican Corn Products
 - 13.12.1 Mexican Corn Products Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.12.2 Mexican Corn Products Tortilla Chips Product Portfolio
 - 13.12.3 Mexican Corn Products Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 Snacka Lanka

13.13.1 Snacka Lanka Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Snacka Lanka Tortilla Chips Product Portfolio

13.13.3 Snacka Lanka Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.14 Snyder's-Lance

13.14.1 Snyder's-Lance Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 Snyder's-Lance Tortilla Chips Product Portfolio

13.14.3 Snyder's-Lance Tortilla Chips Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Tortilla Chips Industry Chain Analysis

14.2 Tortilla Chips Industry Raw Material and Suppliers Analysis

14.2.1 Tortilla Chips Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Tortilla Chips Typical Downstream Customers

14.4 Tortilla Chips Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Tortilla Chips Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Tortilla Chips Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Tortilla Chips Industry Development Status

Table 4: Tortilla Chips Industry Development Trends

Table 5: Global Tortilla Chips Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Tortilla Chips Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Tortilla Chips Revenue Market Share by Region (2020-2025)

Table 8: Global Tortilla Chips Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Tortilla Chips Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Tortilla Chips Sales by Region (2020-2025) & (Kg)

Table 11: Global Tortilla Chips Sales Market Share by Region (2020-2025)

Table 12: Global Tortilla Chips Sales Forecast by Region (2026-2032) & (Kg)

Table 13: Global Tortilla Chips Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Tortilla Chips Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Tortilla Chips Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Tortilla Chips Sales Analysis by Type (2020-2025) & (Kg)

Table 17: Global Tortilla Chips Sales Analysis Forecast by Type (2026-2032) & (Kg)

Table 18: Global Tortilla Chips Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Tortilla Chips Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Tortilla Chips Sales Analysis by Application (2020-2025) & (Kg)

Table 21: Global Tortilla Chips Sales Analysis Forecast by Application (2026-2032) & (Kg)

Table 22: Key Tortilla Chips Players in North America

Table 23: North America Tortilla Chips Sales by Type (2020-2025) & (Kg)

Table 24: North America Tortilla Chips Sales by Type (2026-2032) & (Kg)

Table 25: North America Tortilla Chips Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Tortilla Chips Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Tortilla Chips Sales by Application (2020-2025) & (Kg)

Table 28: North America Tortilla Chips Sales by Application (2026-2032) & (Kg)

Table 29: North America Tortilla Chips Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Tortilla Chips Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Tortilla Chips Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Tortilla Chips Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Tortilla Chips Sales Market Size by Country (2020-2025) & (Kg)

Table 34: North America Tortilla Chips Sales Market Size by Country (2026-2032) & (Kg)

Table 35: Key Tortilla Chips Players in Europe

Table 36: Europe Tortilla Chips Sales by Type (2020-2025) & (Kg)

Table 37: Europe Tortilla Chips Sales by Type (2026-2032) & (Kg)

Table 38: Europe Tortilla Chips Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Tortilla Chips Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Tortilla Chips Sales by Application (2020-2025) & (Kg)

Table 41: Europe Tortilla Chips Sales by Application (2026-2032) & (Kg)

Table 42: Europe Tortilla Chips Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Tortilla Chips Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Tortilla Chips Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Tortilla Chips Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Tortilla Chips Sales Market Size by Country (2020-2025) & (Kg)

Table 47: Europe Tortilla Chips Sales Market Size Forecast by Country (2026-2032) & (Kg)

Table 48: Key Tortilla Chips Players in China

Table 49: China Tortilla Chips Sales by Type (2020-2025) & (Kg)

Table 50: China Tortilla Chips Sales by Type (2026-2032) & (Kg)

Table 51: China Tortilla Chips Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Tortilla Chips Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Tortilla Chips Sales by Application (2020-2025) & (Kg)

Table 54: China Tortilla Chips Sales by Application (2026-2032) & (Kg)

Table 55: China Tortilla Chips Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Tortilla Chips Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Tortilla Chips Players in APAC (excl. China)

Table 58: APAC (excl. China) Tortilla Chips Sales by Type (2020-2025) & (Kg)

- Table 59: APAC (excl. China) Tortilla Chips Sales by Type (2026-2032) & (Kg)
- Table 60: APAC (excl. China) Tortilla Chips Revenue by Type (2020-2025) & (US\$ Million)
- Table 61: APAC (excl. China) Tortilla Chips Revenue by Type (2026-2032) & (US\$ Million)
- Table 62: APAC (excl. China) Tortilla Chips Sales by Application (2020-2025) & (Kg)
- Table 63: APAC (excl. China) Tortilla Chips Sales by Application (2026-2032) & (Kg)
- Table 64: APAC (excl. China) Tortilla Chips Revenue by Application (2020-2025) & (US\$ Million)
- Table 65: APAC (excl. China) Tortilla Chips Revenue by Application (2026-2032) & (US\$ Million)
- Table 66: APAC (excl. China) Tortilla Chips Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 67: APAC (excl. China) Tortilla Chips Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 68: APAC (excl. China) Tortilla Chips Sales Market Size by Country (2020-2025) & (Kg)
- Table 69: APAC (excl. China) Tortilla Chips Sales Market Size Forecast by Country (2026-2032) & (Kg)
- Table 70: Key Tortilla Chips Players in Latin America
- Table 71: Latin America Tortilla Chips Sales by Type (2020-2025) & (Kg)
- Table 72: Latin America Tortilla Chips Sales by Type (2026-2032) & (Kg)
- Table 73: Latin America Tortilla Chips Revenue by Type (2020-2025) & (US\$ Million)
- Table 74: Latin America Tortilla Chips Revenue by Type (2026-2032) & (US\$ Million)
- Table 75: Latin America Tortilla Chips Sales by Application (2020-2025) & (Kg)
- Table 76: Latin America Tortilla Chips Sales by Application (2026-2032) & (Kg)
- Table 77: Latin America Tortilla Chips Revenue by Application (2020-2025) & (US\$ Million)
- Table 78: Latin America Tortilla Chips Revenue by Application (2026-2032) & (US\$ Million)
- Table 79: Latin America Tortilla Chips Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 80: Latin America Tortilla Chips Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 81: Latin America Tortilla Chips Sales Market Size by Country (2020-2025) & (Kg)
- Table 82: Latin America Tortilla Chips Sales Market Size Forecast by Country (2026-2032) & (Kg)
- Table 83: Key Tortilla Chips Players in Middle East & Africa
- Table 84: Middle East & Africa Tortilla Chips Sales by Type (2020-2025) & (Kg)

- Table 85: Middle East & Africa Tortilla Chips Sales by Type (2026-2032) & (Kg)
- Table 86: Middle East & Africa Tortilla Chips Revenue by Type (2020-2025) & (US\$ Million)
- Table 87: Middle East & Africa Tortilla Chips Revenue by Type (2026-2032) & (US\$ Million)
- Table 88: Middle East & Africa Tortilla Chips Sales by Application (2020-2025) & (Kg)
- Table 89: Middle East & Africa Tortilla Chips Sales by Application (2026-2032) & (Kg)
- Table 90: Middle East & Africa Tortilla Chips Revenue by Application (2020-2025) & (US\$ Million)
- Table 91: Middle East & Africa Tortilla Chips Revenue by Application (2026-2032) & (US\$ Million)
- Table 92: Middle East & Africa Tortilla Chips Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 93: Middle East & Africa Tortilla Chips Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 94: Middle East & Africa Tortilla Chips Sales Market Size by Country (2020-2025) & (Kg)
- Table 95: Middle East & Africa Tortilla Chips Sales Market Size Forecast by Country (2026-2032) & (Kg)
- Table 96: Global Tortilla Chips Market Sales by Key Manufacturers (2021-2025) & (Kg)
- Table 97: Global Tortilla Chips Sales Market Share by Key Manufacturers (2021-2025)
- Table 98: Global Tortilla Chips Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)
- Table 99: Global Tortilla Chips Revenue Market Share by Key Manufacturers (2021-2025)
- Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Kg)
- Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales
- Table 102: Market Mergers & Acquisitions, Expansion
- Table 103: GRUMA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 104: GRUMA Tortilla Chips Product Portfolio
- Table 105: GRUMA Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)
- Table 106: Grupo Bimbo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 107: Grupo Bimbo Tortilla Chips Product Portfolio
- Table 108: Grupo Bimbo Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)
- Table 109: PepsiCo Basic Company Profile (Employees, Areas Service, Competitors

and Contact Information)

Table 110: PepsiCo Tortilla Chips Product Portfolio

Table 111: PepsiCo Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 112: Truco Enterprises Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Truco Enterprises Tortilla Chips Product Portfolio

Table 114: Truco Enterprises Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 115: Amplify Snack Brands Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Amplify Snack Brands Tortilla Chips Product Portfolio

Table 117: Amplify Snack Brands Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 118: Arca Continental Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Arca Continental Tortilla Chips Product Portfolio

Table 120: Arca Continental Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 121: Fireworks Foods Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Fireworks Foods Tortilla Chips Product Portfolio

Table 123: Fireworks Foods Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 124: Greendot Health Foods Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Greendot Health Foods Tortilla Chips Product Portfolio

Table 126: Greendot Health Foods Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 127: Hain Celestial Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Hain Celestial Tortilla Chips Product Portfolio

Table 129: Hain Celestial Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 130: Intersnack Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Intersnack Group Tortilla Chips Product Portfolio

Table 132: Intersnack Group Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 133: Kellogg Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Kellogg Tortilla Chips Product Portfolio

Table 135: Kellogg Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 136: Mexican Corn Products Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: Mexican Corn Products Tortilla Chips Product Portfolio

Table 138: Mexican Corn Products Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 139: Snacka Lanka Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Snacka Lanka Tortilla Chips Product Portfolio

Table 141: Snacka Lanka Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 142: Snyder's-Lance Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: Snyder's-Lance Tortilla Chips Product Portfolio

Table 144: Snyder's-Lance Tortilla Chips Revenue (US\$ Million), Sales (Kg), Price (USD/Kg), Gross Margin and Market Share (2021-2025)

Table 145: Upstream Key Raw Material Price List

Table 146: Tortilla Chips Raw Material Suppliers and Contact Information

Table 147: Tortilla Chips Typical Customer List

Table 148: Tortilla Chips Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Tortilla Chips Product Pictures

Figure 2: Baked Tortilla Chips Picture Scope

Figure 3: Fried Tortilla Chips Picture Scope

Figure 4: Online Sales Picture Scope

Figure 5: Offline Sales Picture Scope

Figure 6: Global Tortilla Chips Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 7: Global Tortilla Chips Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 8: Global Tortilla Chips Market Sales and Growth Rate Analysis (2020-2032) & (Kg)

Figure 9: Global Tortilla Chips Market Price Trend Analysis (2020-2032) & (USD/Kg)

Figure 10: Global Tortilla Chips Market Size by Region (2020-2032) & (US\$ Million)

Figure 11: Global Tortilla Chips Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 12: Global Tortilla Chips Sales Price by Region (2020-2032) & (Kg)

Figure 13: North America Tortilla Chips Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 14: North America Tortilla Chips Revenue Market Share by Players in 2024

Figure 15: North America Tortilla Chips Sales Market Share by Type (2020-2032)

Figure 16: North America Tortilla Chips Revenue Market Share by Type (2020-2032)

Figure 17: North America Tortilla Chips Sales Market Share by Application (2020-2032)

Figure 18: North America Tortilla Chips Revenue Market Share by Application (2020-2032)

Figure 19: US Tortilla Chips Revenue (2020-2032) & (US\$ Million)

Figure 20: Canada Tortilla Chips Revenue (2020-2032) & (US\$ Million)

Figure 21: Europe Tortilla Chips Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 22: Europe Tortilla Chips Revenue Market Share by Players in 2024

Figure 23: Europe Tortilla Chips Sales Market Share by Type (2020-2032)

Figure 24: Europe Tortilla Chips Revenue Market Share by Type (2020-2032)

Figure 25: Europe Tortilla Chips Sales Market Share by Application (2020-2032)

Figure 26: Europe Tortilla Chips Revenue Market Share by Application (2020-2032)

Figure 27: Germany Tortilla Chips Revenue (2020-2032) & (US\$ Million)

Figure 28: France Tortilla Chips Revenue (2020-2032) & (US\$ Million)

- Figure 29:United Kingdom Tortilla Chips Revenue (2020-2032) & (US\$ Million)
- Figure 30:Italy Tortilla Chips Revenue (2020-2032) & (US\$ Million)
- Figure 31:Spain Tortilla Chips Revenue (2020-2032) & (US\$ Million)
- Figure 32:Benelux Tortilla Chips Revenue (2020-2032) & (US\$ Million)
- Figure 33:China Tortilla Chips Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 34:China Tortilla Chips Revenue Market Share by Players in 2024
- Figure 35:China Tortilla Chips Sales Market Share by Type (2020-2032)
- Figure 36:China Tortilla Chips Revenue Market Share by Type (2020-2032)
- Figure 37:China Tortilla Chips Sales Market Share by Application (2020-2032)
- Figure 38:China Tortilla Chips Revenue Market Share by Application (2020-2032)
- Figure 39:APAC (excl. China) Tortilla Chips Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 40:APAC (excl. China) Tortilla Chips Revenue Market Share by Players in 2024
- Figure 41:APAC (excl. China) Tortilla Chips Sales Market Share by Type (2020-2032)
- Figure 42:APAC (excl. China) Tortilla Chips Revenue Market Share by Type (2020-2032)
- Figure 43:APAC (excl. China) Tortilla Chips Sales Market Share by Application (2020-2032)
- Figure 44:APAC (excl. China) Tortilla Chips Revenue Market Share by Application (2020-2032)
- Figure 45:Japan Tortilla Chips Revenue (2020-2032) & (US\$ Million)
- Figure 46:South Korea Tortilla Chips Revenue (2020-2032) & (US\$ Million)
- Figure 47:India Tortilla Chips Revenue (2020-2032) & (US\$ Million)
- Figure 48:Australia Tortilla Chips Revenue (2020-2032) & (US\$ Million)
- Figure 49:Southeast Asia Tortilla Chips Revenue (2020-2032) & (US\$ Million)
- Figure 50:Latin America Tortilla Chips Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 51:Latin America Tortilla Chips Revenue Market Share by Players in 2024
- Figure 52:Latin America Tortilla Chips Sales Market Share by Type (2020-2032)
- Figure 53:Latin America Tortilla Chips Revenue Market Share by Type (2020-2032)
- Figure 54:Latin America Tortilla Chips Sales Market Share by Application (2020-2032)
- Figure 55:Latin America Tortilla Chips Revenue Market Share by Application (2020-2032)
- Figure 56:Mexico Tortilla Chips Revenue (2020-2032) & (US\$ Million)
- Figure 57:Brazil Tortilla Chips Revenue (2020-2032) & (US\$ Million)
- Figure 58:Middle East & Africa Tortilla Chips Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 59:Middle East & Africa Tortilla Chips Revenue Market Share by Players in 2024

Figure 60: Middle East & Africa Tortilla Chips Sales Market Share by Type (2020-2032)

Figure 61: Middle East & Africa Tortilla Chips Revenue Market Share by Type (2020-2032)

Figure 62: Middle East & Africa Tortilla Chips Sales Market Share by Application (2020-2032)

Figure 63: Middle East & Africa Tortilla Chips Revenue Market Share by Application (2020-2032)

Figure 64: Saudi Arabia Tortilla Chips Revenue (2020-2032) & (US\$ Million)

Figure 65: South Africa Tortilla Chips Revenue (2020-2032) & (US\$ Million)

Figure 66: Global Tortilla Chips Sales Market Share by Key Manufacturers in 2024

Figure 67: Global Tortilla Chips Revenue Market Share by Key Manufacturers in 2024

Figure 68: Global Tortilla Chips Industry Competition Landscape

Figure 69: Tortilla Chips Industry Chain Analysis

Figure 70: Bottom-Up and Top-Down Research Methods

Figure 71: Key Interview Objectives

Figure 72: Data Cross Validation

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