

Global Potato Chips Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G4B7663A9C81EN.html>

Date: January 2026

Pages: 96

Price: US\$ 4,480.00 (Single User License)

ID: G4B7663A9C81EN

Abstracts

The global Potato Chips market size is expected to reach \$ million by 2032, rising at a market growth of %CAGR during the forecast period (2026-2032).

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.

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.

This report studies the global Potato Chips production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Potato Chips and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Potato Chips that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Potato Chips total production and demand, 2021-2032, (MT)

Global Potato Chips total production value, 2021-2032, (USD Million)

Global Potato Chips production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (MT), (based on production site)

Global Potato Chips consumption by region & country, CAGR, 2021-2032 & (MT)

U.S. VS China: Potato Chips domestic production, consumption, key domestic manufacturers and share

Global Potato Chips production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (MT)

Global Potato Chips production by Type, production, value, CAGR, 2021-2032, (USD Million) & (MT)

Global Potato Chips production by Application, production, value, CAGR, 2021-2032, (USD Million) & (MT)

This report profiles key players in the global Potato Chips market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include PepsiCo, Shearer's, Pringles, Kettle Brand, Better Made, Cape Cod, Utz Quality Foods, Golden Flake, Mikesell's, Ballreich's, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Potato Chips market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (MT) and average price (USD/Kg) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Potato Chips Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Potato Chips Market, Segmentation by Type:

Plain

Barbecue

Sour Cream & Onion

Salt & Vinegar

Others

Global Potato Chips Market, Segmentation by Application:

Supermarket/Hypermarket

Independent Retailer

Other

Companies Profiled:

PepsiCo

Shearer's

Pringles

Kettle Brand

Better Made

Cape Cod

Utz Quality Foods

Golden Flake

Mikesell's

Ballreich's

Key Questions Answered:

1. How big is the global Potato Chips market?
2. What is the demand of the global Potato Chips market?
3. What is the year over year growth of the global Potato Chips market?
4. What is the production and production value of the global Potato Chips market?
5. Who are the key producers in the global Potato Chips market?
6. What are the growth factors driving the market demand?

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