

Global Potato Chips Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Potato Chips market size was valued at US\$ million in 2024 and is forecast to a readjusted size of USD million by 2031 with a CAGR of %during review period.

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 is a detailed and comprehensive analysis for global Potato Chips market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Potato Chips market size and forecasts, in consumption value (\$ Million), sales quantity (MT), and average selling prices (USD/Kg), 2020-2031

Global Potato Chips market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (MT), and average selling prices (USD/Kg), 2020-2031

Global Potato Chips market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (MT), and average selling prices (USD/Kg), 2020-2031

Global Potato Chips market shares of main players, shipments in revenue (\$ Million), sales quantity (MT), and ASP (USD/Kg), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Potato Chips

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Potato Chips market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Potato Chips market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption

value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Plain

Barbecue

Sour Cream & Onion

Salt & Vinegar

Others

Market segment by Application

Supermarket/Hypermarket

Independent Retailer

Other

Major players covered

PepsiCo

Shearer's

Pringles

Kettle Brand

Better Made

Cape Cod

Utz Quality Foods

Golden Flake

Mikesell's

Ballreich's

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Potato Chips product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Potato Chips, with price, sales quantity, revenue, and global market share of Potato Chips from 2020 to 2025.

Chapter 3, the Potato Chips competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Potato Chips breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Potato Chips market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Potato Chips.

Chapter 14 and 15, to describe Potato Chips sales channel, distributors, customers, research findings and conclusion.

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