

Global Tortilla Chips Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Tortilla Chips market size was valued at USD 7474.1 million in 2023 and is forecast to a readjusted size of USD 11400 million by 2030 with a CAGR of 6.2% during review period.

Tortilla Chips is a snack food made from corn tortillas, which are cut into wedges and then fried—or baked (alternatively they may be discs pressed out of corn masa then fried or baked). Corn tortillas are made of corn, vegetable oil, salt and water.

The 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 and Snyder's-Lance, etc. PepsiCo lead this industry with above 56% market shares.

The North America region accounted for the largest share 52% in the market for Tortilla Chips, the following is Europe and South America.

The Global Info Research report includes an overview of the development of the Tortilla Chips industry chain, the market status of Online (Baked Tortilla Chips, Fried Tortilla Chips), Offline (Baked Tortilla Chips, Fried Tortilla Chips), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Tortilla Chips.

Regionally, the report analyzes the Tortilla Chips markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global

Tortilla Chips market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Tortilla Chips market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Tortilla Chips industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (Kg), revenue generated, and market share of different by Type (e.g., Baked Tortilla Chips, Fried Tortilla Chips).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Tortilla Chips market.

Regional Analysis: The report involves examining the Tortilla Chips market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Tortilla Chips market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Tortilla Chips:

Company Analysis: Report covers individual Tortilla Chips manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Tortilla Chips This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Sales Channel (Online, Offline).

Technology Analysis: Report covers specific technologies relevant to Tortilla Chips. It assesses the current state, advancements, and potential future developments in Tortilla Chips areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Tortilla Chips market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Tortilla Chips market is split by Type and by Sales Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value.

Market segment by Type

Baked Tortilla Chips

Fried Tortilla Chips

Market segment by Sales Channel

Online

Offline

Major players covered

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

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 Tortilla Chips product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Tortilla Chips, with price, sales, revenue and global market share of Tortilla Chips from 2019 to 2024.

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

Chapter 4, the Tortilla Chips breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and sales channel, with sales market share and growth rate by type, sales channel, from 2019 to 2030.

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 2017 to 2023. and Tortilla Chips market forecast, by regions, type and sales channel, with sales and revenue, from 2025 to 2030.

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 Tortilla Chips.

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

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