

Fruits And Vegetable Chips Market Size, Share & Trends Analysis Report By Product (Fruit, Vegetable), By Distribution Channel (Offline, Online), By Region (North America, Europe, Asia Pacific, MEA), And Segment Forecasts, 2025 - 2030

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Abstracts

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Fruits And Vegetable Chips Market Growth & Trends

The global fruits and vegetable chips market size is expected to reach USD 89.30 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 6.7% from 2025 to 2030. Consumers' interest is shifting towards healthier snacking alternatives over conventional fried snacks as they help in fulfilling the nutritional gap. The increasing prevalence of health issues such as obesity and the rising focus on clean and healthy eating are expected to drive the market.

Consumers are increasingly becoming aware of the negative impacts of fried snacks on their health as they contain high amounts of saturated fats and calories. Moreover, increasing innovative launches by product manufacturers with plant-based ingredients and veggies is augmenting market growth.

The demand for potato chips is rising owing to high consumer preference for potato chips, and the rising availability of them in novel flavors and gluten-free range is likely to drive their demand. The growth is supported by product launches by recognized brands. On the contrary, consumers are seeking new and innovative ways to enjoy their daily intake of Fruits, which is shifting their inclination towards functional and sustainable

Fruits chips. Constant product launches are driving the segment growth. For instance, in April 2025, Hey! Chips launched its new range of freeze-dried Fruits bites in Singapore. The product offers the benefits of natural fiber, vitamins, and antioxidants.

The market is consolidated in nature, with the presence of a large number of international players and a few regional players. Luke's Organic, PepsiCo, The Kellogg Company, Calbee North America, Seneca Foods Corp., Hain Celestial, Herr Foods Inc., Rhythm Superfoods, The Better Chip are the prominent players in the global market.

Fruits And Vegetable Chips Market Report Highlights

In terms of product, the vegetable chips segment held the largest market revenue share of 94.8% in 2024, owing to increased popularity and easy availability of the products through offline stores.

The offline distribution channel is expected to expand at the fastest CAGR from 2025 to 2030 due to widespread distribution of supermarkets and hypermarkets.

Asia Pacific is expected to expand at the fastest CAGR over the forecast period. The demand for natural and organic convenient food products has been rising in China and Japan.

Key players operating in the Fruitss and vegetable chips market include PepsiCo, Inc., Calbee North America, General Mills Inc., Kellanova (formerly Kellogg Company), Seneca Food Corporation, Hain Celestial Group, Inc., Luke's Organic, Crisp Green Inc., The Better Chip, Rhythm Superfoods,

In March 2024, Brother All Natural launched Infused Fruits crisps. This new product offers a unique way to enjoy your favorite Fruitss, featuring Fuji apples infused with the vibrant juices of raspberry, blueberry, and strawberry.

Companies Mentioned

PepsiCo, Inc.
Calbee North America
General Mills, Inc.
Kellanova (formerly Kellogg Company)
Seneca Foods Corporation

Hain Celestial Group, Inc.
Luke's Organic
Crispy Green, Inc.
The Better Chip
Rhythm Superfoods

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