

Sweet Potato Chips Market Size, Share & Trends Analysis Report By Type (Baked, Fried), By Flavor (Plain/Salted, Flavor), By Distribution Channel (Convenience Stores, Online, Hypermarkets & Supermarkets), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global sweet potato chips market size was estimated at USD 476.08 million in 2025 and projected to reach USD 709.61 million by 2033, growing at a CAGR of 5.4% from 2026 to 2033. The market is experiencing rapid expansion as consumers increasingly prioritize health-focused and vegetable-based snacks.

Increasing awareness of nutritional benefits, such as higher fiber and vitamin content compared to conventional chips, is encouraging demand for sweet potato chips.

There is an increased demand for sweet potato chips worldwide, spurred by innovations in flavors and healthier versions of the product. Companies have been trying out different methods, such as baking, organic production, and reduced fat content, to suit customers' tastes. Moreover, the increased sales through e-commerce channels, especially in the Asia-Pacific and Africa regions, have boosted sales.

The market is experiencing a significant surge, driven by a growing awareness among consumers about health and wellness. As consumers become more conscious regarding food consumption, they are increasingly turning to organic products, including sweet potato chips, which are seen as a healthier alternative to conventional chips. In fact, sweet potatoes, being a good source of dietary fiber, vitamins, and antioxidants, naturally enhance their appeal as a healthier snacking option. According to the Food

and Agriculture Organization, there is a growing global inclination toward nutrient-rich and minimally processed foods, reinforcing the adoption of products such as sweet potato chips.

Furthermore, changing consumer preferences, especially among the youth - Millennials and Gen Z, are the biggest contributing factors for market growth. These age groups are highly desirous of plant-based, transparent, and clean-label products. Sweet potato chips are considered a natural and less processed product. Moreover, the younger generation, the most adventurous with snacking, getting a little unique flavor and formats, has also been contributing to the rising trend of vegetable-based chips across the globe.

The premiumization of the snacks industry is further boosting the growth of sweet potato chips. Sweet potato chips are often seen as high-quality, artisanal products that offer a unique and healthy taste. This perception of higher-quality snacks attracts consumers seeking differentiated snack experiences. In addition, new ways for production, such as kettle-cooking or baking, are a move to add even more attractiveness to the product.

The increasing demand for ready-to-eat food products is another key factor contributing to market growth. Busy lifestyles and rapid urbanization have led to the demand for packaged food that offers both convenience and health benefits. According to the OECD, urbanization and rising incomes are significantly influencing the consumption of processed and convenience foods globally.

The rising availability of raw material for the production of sweet potato chips further drives the market growth. According to FAOSTAT, there is a gradual increase in worldwide production of sweet potatoes, especially in Africa and Asia, which guarantees the availability of raw materials for the processing industries.

Global Sweet Potato Chips Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global sweet potato chips market report based on type, flavor, distribution channel, and region:

Type Outlook (Revenue, USD Million, 2021 - 2033)

Baked sweet potato chips

Fried sweet potato chips

Flavor Outlook (Revenue, USD Million, 2021 - 2033)

Plain/Salted

Flavor

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Hypermarkets & Supermarkets

Convenience Stores

Online

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia & New Zealand

Central & South America

Brazil

Argentina

Middle East & Africa

South Africa

UAE

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Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Type Outlook
- 2.3. Flavor Outlook
- 2.4. Distribution Channel Outlook
- 2.5. Competitive Landscape Outlook

CHAPTER 3. SWEET POTATO CHIPS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Sweet Potato Chips Market Size & Growth Rate Overview, 2021 - 2033 (USD Million)
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Raw Material Trends Outlooks
 - 3.3.2. Manufacturing and Technology Trends
 - 3.3.3. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Market Opportunities
 - 3.4.4. Market Challenges

- 3.5. Industry Analysis - Porter's Five Forces Analysis
- 3.6. Market Entry Strategies

CHAPTER 4. SWEET POTATO CHIPS MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Influencing Buying Behavior
- 4.4. Consumer Service Adoption Trends
- 4.5. Key Observations & Findings

CHAPTER 5. SWEET POTATO CHIPS MARKET: TYPE ESTIMATES & TREND ANALYSIS

- 5.1. Sweet Potato Chips Market, by Type: Key Takeaways
- 5.2. Type Movement Analysis & Market Share, 2025 & 2033
- 5.3. Market Estimates & Forecasts, by Type, 2021 - 2033 (USD Million)
 - 5.3.1. Baked Sweet potato
 - 5.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.2. Fried Sweet potato
 - 5.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 6. SWEET POTATO CHIPS MARKET: FLAVOR ESTIMATES & TREND ANALYSIS

- 6.1. Sweet Potato Chips Market, by Flavor: Key Takeaways
- 6.2. Flavor Movement Analysis & Market Share, 2025 & 2033
- 6.3. Market Estimates & Forecasts, by flavor, 2021 - 2033 (USD Million)
 - 6.3.1. Plain/Salted
 - 6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 6.3.2. Flavor
 - 6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 7. SWEET POTATO CHIPS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. Sweet Potato Chips Market, by Distribution Channel: Key Takeaways
- 7.2. Distribution Channel Movement Analysis & Market Share, 2025 & 2033

7.3. Market Estimates & Forecasts, by Distribution Channel, 2021 - 2033 (USD Million)

7.3.1. Hypermarkets & Supermarkets

7.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)

7.3.2. Convenience Stores

7.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

7.3.3. Online

7.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)

7.3.4. Others

7.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 8. SWEET POTATO CHIPS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

8.1. Sweet Potato Chips Market: Regional Outlook

8.2. Regional Movement Analysis & Market Share, 2025 & 2033

8.3. Market Estimates & Forecasts, by Region & Country, 2021 - 2033 (USD Million)

8.3.1. North America

8.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)

8.3.1.2. U.S.

8.3.1.2.1. Key country dynamics

8.3.1.2.2. Market estimates and forecast, 2021 - 2033 (USD Million)

8.3.1.3. Canada

8.3.1.3.1. Key country dynamics

8.3.1.3.2. Market estimates and forecast, 2021 - 2033 (USD Million)

8.3.1.4. Mexico

8.3.1.4.1. Key country dynamics

8.3.1.4.2. Market estimates and forecast, 2021 - 2033 (USD Million)

8.3.2. Europe

8.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

8.3.2.2. Germany

8.3.2.2.1. Key country dynamics

8.3.2.2.2. Market estimates and forecast, 2021 - 2033 (USD Million)

8.3.2.3. UK

8.3.2.3.1. Key country dynamics

8.3.2.3.2. Market estimates and forecast, 2021 - 2033 (USD Million)

8.3.2.4. France

8.3.2.4.1. Key country dynamics

8.3.2.4.2. Market estimates and forecast, 2021 - 2033 (USD Million)

8.3.2.5. Italy

- 8.3.2.5.1. Key country dynamics
- 8.3.2.5.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 8.3.2.6. Spain
 - 8.3.2.6.1. Key country dynamics
 - 8.3.2.6.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 8.3.3. Asia Pacific
 - 8.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.3.2. China
 - 8.3.3.2.1. Key country dynamics
 - 8.3.3.2.2. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.3.3. Japan
 - 8.3.3.3.1. Key country dynamics
 - 8.3.3.3.2. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.3.4. India
 - 8.3.3.4.1. Key country dynamics
 - 8.3.3.4.2. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.3.5. Australia & New Zealand
 - 8.3.3.5.1. Key country dynamics
 - 8.3.3.5.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 8.3.4. Central & South America
 - 8.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.4.2. Brazil
 - 8.3.4.2.1. Key country dynamics
 - 8.3.4.2.2. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.4.3. Argentina
 - 8.3.4.3.1. Key country dynamics
 - 8.3.4.3.2. Market estimates and forecast, 2021 - 2033 (USD Million)
- 8.3.5. Middle East & Africa
 - 8.3.5.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.5.2. South Africa
 - 8.3.5.2.1. Key country dynamics
 - 8.3.5.2.2. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 8.3.5.3. UAE
 - 8.3.5.3.1. Key country dynamics
 - 8.3.5.3.2. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 9. COMPETITIVE ANALYSIS

9.1. Recent Developments & Impact Analysis by Key Market Participants

- 9.2. Company Categorization
- 9.3. Participant's Overview
- 9.4. Financial Performance
- 9.5. Product Portfolios
- 9.6. Company Market Share Analysis, 2025 (%)
- 9.7. Company Heat Map Analysis
- 9.8. Strategy Mapping
- 9.9. Company Profiles
 - 9.9.1. PepsiCo.
 - 9.9.1.1. Company Overview
 - 9.9.1.2. Financial Performance
 - 9.9.1.3. Product Portfolios
 - 9.9.1.4. Strategic Initiatives
 - 9.9.2. UTZ Brand Inc.
 - 9.9.2.1. Company Overview
 - 9.9.2.2. Financial Performance
 - 9.9.2.3. Product Portfolios
 - 9.9.2.4. Strategic Initiatives
 - 9.9.3. Calbee Inc.
 - 9.9.3.1. Company Overview
 - 9.9.3.2. Financial Performance
 - 9.9.3.3. Product Portfolios
 - 9.9.3.4. Strategic Initiatives
 - 9.9.4. Terra
 - 9.9.4.1. Company Overview
 - 9.9.4.2. Financial Performance
 - 9.9.4.3. Product Portfolios
 - 9.9.4.4. Strategic Initiatives
 - 9.9.5. Kettle Chips
 - 9.9.5.1. Company Overview
 - 9.9.5.2. Financial Performance
 - 9.9.5.3. Product Portfolios
 - 9.9.5.4. Strategic Initiatives
 - 9.9.6. Dieffenbach's Snacks
 - 9.9.6.1. Company Overview
 - 9.9.6.2. Financial Performance
 - 9.9.6.3. Type Portfolios
 - 9.9.6.4. Strategic Initiatives
 - 9.9.7. Ugliers

- 9.9.7.1. Company Overview
- 9.9.7.2. Financial Performance
- 9.9.7.3. Product Portfolios
- 9.9.7.4. Strategic Initiatives
- 9.9.8. Jackson's
 - 9.9.8.1. Company Overview
 - 9.9.8.2. Financial Performance
 - 9.9.8.3. Product Portfolios
 - 9.9.8.4. Strategic Initiatives
- 9.9.9. Orion
 - 9.9.9.1. Company Overview
 - 9.9.9.2. Financial Performance
 - 9.9.9.3. Product Portfolios
 - 9.9.9.4. Strategic Initiatives
- 9.9.10. Tyrrells
 - 9.9.10.1. Company Overview
 - 9.9.10.2. Financial Performance
 - 9.9.10.3. Product Portfolios
 - 9.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

- Table 1 Sweet potato chips market - Key market driver analysis
- Table 2 Sweet potato chips market - Key market restraint analysis
- Table 3 Sweet potato chips market estimates and forecast, by type (USD Million)
- Table 4 Sweet potato chips market estimates and forecast, by flavor (USD Million)
- Table 5 Sweet potato chips market estimates and forecast, by distribution channel (USD Million)
- Table 6 North America sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)
- Table 7 North America sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)
- Table 8 North America Sweet potato chips market estimates and forecast, by flavor (USD Million)
- Table 9 North America Sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)
- Table 10 U.S. macro-economic outlay
- Table 11 U.S. sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)
- Table 12 U.S. sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)
- Table 13 U.S. sweet potato chips market estimates and forecast, by flavor (USD Million)
- Table 14 U.S. sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)
- Table 15 Canada macro-economic outlay
- Table 16 Canada sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)
- Table 17 Canada sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)
- Table 18 Canada sweet potato chips market estimates and forecast, by flavor (USD Million)
- Table 19 Canada sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)
- Table 20 Mexico macro-economic outlay
- Table 21 Mexico sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)
- Table 22 Mexico sweet potato chips market revenue estimates and forecast, by type,

2021 - 2033 (USD Million)

Table 23 Mexico sweet potato chips market estimates and forecast, by flavor (USD Million)

Table 24 Mexico sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 25 Europe sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 26 Europe sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 27 Europe sweet potato chips market estimates and forecast, by flavor (USD Million)

Table 28 Europe sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 29 Germany macro-economic outlay

Table 30 Germany sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 31 Germany sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 32 Germany sweet potato chips market estimates and forecast, by flavor (USD Million)

Table 33 Germany sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 34 UK macro-economic outlay

Table 35 UK sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 36 UK sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 37 UK sweet potato chips market estimates and forecast, by flavor (USD Million)

Table 38 UK sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 39 France macro-economic outlay

Table 40 France sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 41 France sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 42 France sweet potato chips market estimates and forecast, by flavor (USD Million)

Table 43 France sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 44 Italy macro-economic outlay

Table 45 Italy sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 46 Italy sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 47 Italy sweet potato chips market estimates and forecast, by flavor (USD Million)

Table 48 Italy Sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 49 Spain macro-economic outlay

Table 50 Spain sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 51 Spain sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 52 Spain sweet potato chips market estimates and forecast, by flavor (USD Million)

Table 53 Spain sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 54 Asia Pacific sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 55 Asia Pacific sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 56 Asia Pacific sweet potato chips market revenue estimates and forecast, by flavor, 2021 - 2033 (USD Million)

Table 57 Asia Pacific sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 58 China macro-economic outlay

Table 59 China sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 60 China sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 61 China sweet potato chips market revenue estimates and forecast, by flavor, 2021 - 2033 (USD Million)

Table 62 China sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 63 Japan macro-economic outlay

Table 64 Japan sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 65 Japan sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 66 Japan sweet potato chips market revenue estimates and forecast, by flavor, 2021 - 2033 (USD Million)

Table 67 Japan sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 68 India macro-economic outlay

Table 69 India sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 70 India sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 71 India sweet potato chips market revenue estimates and forecast, by flavor, 2021 - 2033 (USD Million)

Table 72 India sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 73 Australia & New Zealand macro-economic outlay

Table 74 Australia & New Zealand sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 75 Australia & New Zealand sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 76 Australia & New Zealand sweet potato chips market revenue estimates and forecast, by flavor, 2021 - 2033 (USD Million)

Table 77 Australia & New Zealand sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 78 Central & South America sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 79 Central & South America sweet potato chips market revenue estimates and forecast by type, 2021 - 2033 (USD Million)

Table 80 Central & South America sweet potato chips market revenue estimates and forecast by flavor, 2021 - 2033 (USD Million)

Table 81 Central & South America sweet potato chips market revenue estimates and forecast by distribution channel, 2021 - 2033 (USD Million)

Table 82 Brazil macro-economic outlay

Table 83 Brazil sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 84 Brazil sweet potato chips market revenue estimates and forecast by type, 2021 - 2033 (USD Million)

Table 85 Brazil sweet potato chips market revenue estimates and forecast by flavor, 2021 - 2033 (USD Million)

Table 86 Brazil sweet potato chips market revenue estimates and forecast by distribution channel, 2021 - 2033 (USD Million)

Table 87 Argentina macro-economic outlay

Table 88 Argentina sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 89 Argentina sweet potato chips market revenue estimates and forecast, by type, 2021 - 2033 (USD Million)

Table 90 Argentina sweet potato chips market revenue estimates and forecast, by flavor, 2021 - 2033 (USD Million)

Table 91 Argentina sweet potato chips market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Million)

Table 92 Middle East & Africa sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 93 Middle East & Africa sweet potato chips market revenue estimates and forecast by type, 2021 - 2033 (USD Million)

Table 94 Middle East & Africa sweet potato chips market revenue estimates and forecast by flavor, 2021 - 2033 (USD Million)

Table 95 Middle East & Africa sweet potato chips market revenue estimates and forecast by distribution channel, 2021 - 2033 (USD Million)

Table 96 South Africa macro-economic outlay

Table 97 South Africa sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 98 South Africa sweet potato chips market revenue estimates and forecast by type, 2021 - 2033 (USD Million)

Table 99 South Africa sweet potato chips market revenue estimates and forecast by flavor, 2021 - 2033 (USD Million)

Table 100 South Africa sweet potato chips market revenue estimates and forecast by distribution channel, 2021 - 2033 (USD Million)

Table 101 UAE macro-economic outlay

Table 102 UAE sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Table 103 UAE sweet potato chips market revenue estimates and forecast by type, 2021 - 2033 (USD Million)

Table 104 UAE sweet potato chips market revenue estimates and forecast by flavor, 2021 - 2033 (USD Million)

Table 105 UAE sweet potato chips market revenue estimates and forecast by distribution channel, 2021 - 2033 (USD Million)

Table 106 Recent developments & impact analysis by key market participants

Table 107 Company market share, 2025

Table 108 Company heat map analysis

Table 109 Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Fig. 1 Sweet potato chips market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Type snapshot
- Fig. 8 Flavor snapshot
- Fig. 9 Distribution channel snapshot
- Fig. 10 Regional snapshot
- Fig. 11 Competitive landscape snapshot
- Fig. 12 Sweet potato chips market size, 2021 to 2033 (USD Million)
- Fig. 13 Sweet potato chips market: Penetration & growth prospect mapping
- Fig. 14 Sweet potato chips market: Value chain analysis
- Fig. 15 Sweet potato chips market: Profit margin analysis
- Fig. 16 Sweet potato chips market: Market dynamics
- Fig. 17 Sweet potato chips market: Porter's five forces analysis
- Fig. 18 Factors influencing buying decisions for sweet potato chips
- Fig. 19 Sweet potato chips market, by type: Key Takeaways
- Fig. 20 Sweet potato chips market: Type movement analysis, 2025 & 2033 (%)
- Fig. 21 Baked sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 22 Fried sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 23 Sweet potato chips market, by flavor: Key Takeaways
- Fig. 24 Sweet potato chips market: Flavor movement analysis, 2025 & 2033 (%)
- Fig. 25 Plain/Salted Sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 26 Flavor Sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 27 Sweet potato chips market, by distribution channel: Key Takeaways
- Fig. 28 Sweet potato chips market: Distribution channel movement analysis, 2025 & 2033 (%)
- Fig. 29 Sweet potato chips market estimates and forecasts through Hypermarkets & Supermarkets, 2021 - 2033 (USD Million)

Fig. 30 Sweet potato chips market estimates and forecasts through Convenience Stores, 2021 - 2033 (USD Million)

Fig. 31 Sweet potato chips market estimates and forecasts through Online, 2021 - 2033 (USD Million)

Fig. 32 Sweet potato chips market estimates and forecasts through Others, 2021 - 2033 (USD Million)

Fig. 33 Sweet potato chips market: Regional outlook, 2025 & 2033 (USD Million)

Fig. 34 Regional marketplace: Key takeaways

Fig. 35 North America sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 36 U.S. sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 37 Canada sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 38 Mexico sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 39 Europe sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 40 UK sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 41 Germany sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 42 France sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 43 Italy sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 44 Spain sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 45 Asia Pacific sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 46 China sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 47 Japan sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 48 India sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 49 Australia & New Zealand sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 50 Central & South America sweet potato chips market estimates and forecast,

2021 - 2033 (USD Million)

Fig. 51 Brazil sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 52 Argentina sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 53 Middle East & Africa sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 54 South Africa sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 55 UAE sweet potato chips market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 56 Key company categorization

Fig. 57 Company market share analysis, 2025

Fig. 58 Strategic framework of sweet potato chips market

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