

U.S. Potato Chips Market Size, Share & Trends Analysis Report By Flavor (Flavored, Plain/Salted), By Distribution Channel (Supermarket, Convenience Stores), And Segment Forecasts, 2018 - 2025

<https://marketpublishers.com/r/U4D4DA7FFEDEN.html>

Date: July 2018

Pages: 52

Price: US\$ 3,950.00 (Single User License)

ID: U4D4DA7FFEDEN

Abstracts

This report can be delivered to the clients within 2-3 hrs

The U.S potato chips market size is expected to reach USD 11.31 billion by 2025, according to a new report by Grand View Research, Inc., exhibiting a CAGR of 4.4% during the forecast period. Rising number of flavors and surging demand for quick snacks are poised to contribute to the market during the forecast period. Moreover, rising disposable income and busy lifestyles of consumers are likely to fuel growth prospects of the market in the U.S.

Plain/Salted emerged as the largest product segment in the U.S potato chips market. The flavored segment is anticipated to expand at a CAGR of 5.8% from 2017 to 2025. The flavored segment includes a wide spectrum of chips including barbecue, sour cream & onion, salt & vinegar, hot and spicy, and dill pickle.

The supermarket segment is estimated to dominate the market due to fact that consumers usually purchase large quantity of products during their shopping trips. In addition, consumers prefer to purchase from shops with large variety to options.

Further key findings from the report suggest:

The flavored segment is projected to be the most promising segment expanding at a CAGR of 5.8% during the forecast period.

Supermarkets are poised to register a CAGR of 4.3% from 2017 to 2025 owing to presence of a large number of supermarket chains and changing retail landscape

The convenience stores segment is likely to witness a CAGR of 5.4% during the same period. The location is the major influencing factor that drives the growth of this distribution channel

Other distribution channels in the U.S are service stations, drug stores, and online retail. This particular segment is likely to witness a sluggish growth of 2.4% over the forecast period

In February 2016, ConAgra Foods sold its private label business to TreeHouse Foods, which helped the company to enhance its private label dry and refrigerated grocery offerings.

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Research Methodology
- 1.2 Research Scope & Assumptions
- 1.3 List of Data Sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market Snapshot, 2016

CHAPTER 3 U.S POTATO CHIPS MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Segmentation & Scope
- 3.2 Penetration & growth prospect mapping
- 3.3 Value Chain Analysis
- 3.4 Regulatory Framework
- 3.5 Raw Material Trend
 - 3.5.1 Potatoes
- 3.6 Market Dynamics
 - 3.6.1 Market Driver Analysis
 - 3.6.2 Development of fortified potato chips
 - 3.6.3 Increased number of options and flavors
 - 3.6.4 Increasing penetration of retail formats such as hypermarkets and supermarkets
 - 3.6.5 Market Restraint Analysis
 - 3.6.6 Cluttered product market
- 3.7 U.S potato chips market - PESTEL Analysis
- 3.8 U.S Potato Chips Market Analysis - Porter's

CHAPTER 4 U.S POTATO CHIPS MARKET: FLAVOR ESTIMATES & TREND ANALYSIS

- 4.1 U.S Potato Chips market: Flavor movement analysis
- 4.2 Plain/Salted
 - 4.2.1 Plain/Salted U.S Potato Chips market estimates & forecasts, 2014 - 2025 (USD Million)
- 4.3 Flavored
 - 4.3.1 U.S Flavored Potato Chips market estimates & forecasts, 2014 - 2025 (USD

Million)

CHAPTER 5 U.S POTATO CHIPS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

5.1 U.S Potato Chips market: Distribution channel movement analysis

5.2 Supermarket/Hypermarket

5.2.1 U.S potato chips market estimates & forecasts, by supermarket/hypermarket
2014 - 2025 (USD Million)

5.3 Independent Retailers

5.3.1 U.S potato chips market estimates & forecasts, by independent retailers 2014 -
2025 (USD Million)

5.4 Convenience Stores

5.4.1 Convenience stores market estimates & forecasts, 2014 - 2025 (USD Million)

5.5 Others

5.5.1 Other distribution channel market estimates & forecasts, 2014 - 2025 (USD
Million)

CHAPTER 6 COMPETITIVE LANDSCAPE

6.1 Vendor Landscape

6.2 Competitive Scenario

6.3 Market Positioning

6.4 Strategy Framework

CHAPTER 7 COMPANY PROFILES

7.1 Kraft Heinz Company

7.1.1 Company Overview

7.1.2 Financial Performance

7.1.3 Product Benchmarking

7.1.4 Strategic Initiatives

7.2 Pepsico Inc

7.2.1 Company Overview

7.2.2 Financial Performance

7.2.3 Product Benchmarking

7.2.4 Strategic Initiatives

7.3 ConAgra Foods

7.3.1 Company Overview

- 7.3.2 Financial Performance
- 7.3.3 Product Benchmarking
- 7.3.4 Strategic Initiative
- 7.4 Calbee Foods
 - 7.4.1 Company Overview
 - 7.4.2 Financial Performance
 - 7.4.3 Product Benchmarking
 - 7.4.4 Strategic Initiatives
- 7.5 Diamond Foods
 - 7.5.1 Company Overview
 - 7.5.2 Financial Performance
 - 7.5.3 Product Benchmarking
- 7.6 General Mills
 - 7.6.1 Company Overview
 - 7.6.2 Financial Performance
 - 7.6.3 Product Benchmarking
- 7.7 Arca Continental
 - 7.7.1 Company Overview
 - 7.7.2 Financial Performance
 - 7.7.3 Product Benchmarking
- 7.8 Kellogg Company
 - 7.8.1 Company Overview
 - 7.8.2 Financial Performance
 - 7.8.3 Product Benchmarking
 - 7.8.4 Strategic Initiatives
- 7.9 The Hain Celestial Group
 - 7.9.1 Company Overview
 - 7.9.2 Financial Performance
 - 7.9.3 Product Benchmarking
 - 7.9.4 Strategic Initiatives

List Of Tables

LIST OF TABLES

TABLE 1 U.S Plain/Salted Potato Chips market estimates & forecasts, 2014 - 2025 (USD Million)

TABLE 2 U.S flavored potato chips market estimates & forecasts, 2014 - 2025 (USD Million)

TABLE 3 U.S potato chips market estimates & forecasts, by supermarket/hypermarket 2014 - 2025

TABLE 4 U.S potato chips market estimates & forecasts, by independent retailers 2014 - 2025 (USD Million)

TABLE 5 U.S potato chips market estimates & forecasts, by convenience stores 2014 - 2025 (USD Million)

TABLE 6 U.S potato chips market estimates & forecasts, by other distribution channel 2014 - 2025 (USD Million)

List Of Figures

LIST OF FIGURES

- FIG. 1 Market snapshot, 2016
- FIG. 2 Market trends & outlook
- FIG. 3 Market segmentation & scope
- FIG. 4 Penetration & growth prospect mapping
- FIG. 5 Value Chain Analysis
- FIG. 6 Potato production, by region, 2013
- FIG. 7 Market Dynamics
- FIG. 8 Market driver relevance analysis (Current & future impact)
- FIG. 9 U.S % public health expenditure (USD) (2011 - 2014)
- FIG. 10 Global organized retail penetration, 2015, (%)
- FIG. 11 Market restraint relevance analysis (Current & future impact)
- FIG. 12 PESTEL Analysis
- FIG. 13 Porter's Five Forces Analysis
- FIG. 14 U.S potato chips market flavor outlook: Key takeaways
- FIG. 15 U.S potato chips market: Product movement analysis, 2016 & 2025
- FIG. 16 U.S Potato Chips market distribution channel outlook: Key takeaways
- FIG. 17 U.S potato chips market: Distribution channel movement analysis, 2016 & 2025
- FIG. 18 Strategy Framework: U.S Potato Chips Manufacturers

I would like to order

Product name: U.S. Potato Chips Market Size, Share & Trends Analysis Report By Flavor (Flavored, Plain/Salted), By Distribution Channel (Supermarket, Convenience Stores), And Segment Forecasts, 2018 - 2025

Product link: <https://marketpublishers.com/r/U4D4DA7FFEDEN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U4D4DA7FFEDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970