

# **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**

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## **Abstracts**

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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.

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