

# Potato Chips Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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## Abstracts

The global potato chips market size reached US\$ 32.2 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 39 Billion by 2027, exhibiting a growth rate (CAGR) of 3.1% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Potato chips represent one of the most popular snack foods consumed across the globe. These are thin slices of potato which are seasoned after being fried until crisp. At the time of frying, the sugar present in potatoes combine with amino acids and turns brown which results in the yellowish-brown colour of potato chips. In addition to this, potato chips are processed and stored in such a way that they are inert towards any microbiological spoilage, chemical and enzymatic activities as well as moisture or other vapor migration. The taste, texture and colour of the chips remain unaltered for a long period of time. Apart from this, potato chips are generally packed and sold in air-tight plastic bags which significantly increases the longevity of the products.

### Global Potato Chips Industry Drivers:

Potato chips are one of the most convenient food options currently available for people to keep pace with their busy lifestyle. It shortens the meal preparation time and can be served in the form of a quick snack or part of the meal.

The raw materials that are used in the manufacturing of potato chips are potatoes, oil and salt, which are widely available in every part of the world. Hence, reliable supply of potatoes and other materials are ensured, thereby providing the potato chips market with a constant supply and efficient production planning.

Developing countries are expected to drive the global potato chips market in the coming

years. Earlier, the consumption of potato chips was largely confined to the western countries. However, with the emerging trend of westernisation of food consumption patterns in addition to growing economy, rise in middle class population and increasing urbanisation, the consumption of potato chips in developing countries is expected to grow at a significant rate.

The growth of the organized retail sector is currently having a positive impact on the global potato chips market. Earlier, a number of global players were hesitant to sell their products in emerging regions because of lack of infrastructure, storage facilities, and appropriate knowledge about the developing markets. However, with an increase in the number of organised retail stores, many players are investing in these markets. This is anticipated to eventually result in the augmented consumption of potato chips during the next few years.

Due to the rising health consciousness among global population, several potato chips manufacturers are launching value added products that are healthier as compared to traditional potato chips. This includes products with reduced fat and calorie content, fortified with healthy ingredients, lower cholesterol, etc. Chips that are gluten-free, non-GMO verified and made with sea salt, natural colours and flavours are gaining more popularity than the traditional ones. Other than this, potato chips manufacturers have also expanded their spending for various R&D activities to introduce more diverse products in the market so as to strengthen their product portfolio. These are some factors which are having a direct impact on the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global potato chips market report, along with forecasts at the global and country level from 2022-2027. Our report has categorized the market based on product type and distribution channel.

#### Breakup by Product Type:

Plain

Flavoured

The potato chips market has been segmented on the basis of different type of product available for consumers including plain and flavoured. Currently, plain potato chips are the most preferred type of potato chips across the globe.

#### Breakup by Distribution Channel:

Supermarkets/Hypermarkets  
Convenience Stores  
Specialty Food Stores  
Online Stores  
Others

Based on distribution channel, potato chips can be obtained by consumers through various means such as supermarkets/hypermarkets, convenience stores, specialty food stores and online stores. Amongst these, supermarkets/hypermarkets represent the largest segment on account of the availability of a wide variety of product types and brands.

#### Regional Insights:

United States  
United Kingdom  
Russia  
China  
Argentina  
Brazil  
India

On a geographical front, the United States represents the biggest market for potato chips, holding the majority of the total market share. This can be attributed to the snacking habit of people and increasing demand for convenient food across the region.

#### Competitive Landscape:

The global potato chips market is highly fragmented with the presence of numerous small and large manufacturers who compete in terms of prices and quality. Some of the leading players operating in the market are:

Pepsico  
Kraft Foods  
Kellogs  
Diamond  
General Mills  
Nestle

This report provides a deep insight into the global potato chips industry covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. The report also provides a comprehensive analysis for setting up a potato chips manufacturing plant. The study analyses the processing and manufacturing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the global potato chips industry in any manner.

#### Key Questions Answered in This Report

1. What is the size of the global potato chips market?
2. What are the key factors driving the global potato chips market?
3. What has been the impact of COVID-19 on the global potato chips market?
4. What is the breakup of the global potato chips market based on the product type?
5. What is the breakup of the global potato chips market based on the distribution channel?
6. What are the key regions in the global potato chips market?
7. Who are the key companies/players in the global potato chips market?

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