

# **Potato Chips Market Report by Product Type (Plain, Flavoured), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Food Stores, Online Stores, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/P4AE6C9984DEEN.html>

Date: March 2024

Pages: 145

Price: US\$ 3,899.00 (Single User License)

ID: P4AE6C9984DEEN

## **Abstracts**

The global potato chips market size reached US\$ 34.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 43.6 Billion by 2032, exhibiting a growth rate (CAGR) of 2.6% during 2024-2032. Significant growth in the organized retail sector, the emerging trend of westernization of food consumption patterns, and the increasing demand for convenient food options represent some of the key factors driving the market.

### **Considerable Growth in the Organized Retail Sector Augmenting the Market Growth**

The organized retail sector's growth has significantly impacted the demand for potato chips worldwide. This sector has grown rapidly in many countries over the past few decades, particularly in emerging markets. One of the key drivers in the market is the increasing availability and accessibility of these products through organized retail channels. Organized retail is consolidating small, independent retailers into larger chains or supermarkets. Supermarkets and convenience stores stock a wide variety of snacks, including potato chips, making them easily accessible to consumers. This has led to increased consumption of potato chips as a convenient and popular snack option. Moreover, organized retail has enabled potato chip manufacturers to reach a wider consumer base and expand their distribution networks. As organized retailers often have their private label brands, they have been able to offer affordable and competitive prices, which has further increased demand for potato chips. In addition, the growth of the organized retail sector has also led to changes in consumer behavior, with

consumers becoming more inclined towards packaged and processed foods. As potato chips have become popular and widely available snack, they have benefited from this trend and have become a staple in many households. Overall, significant growth in the organized retail sector has played a significant role in driving the demand for potato chips worldwide by increasing accessibility and availability, expanding distribution networks, and changing consumer behavior toward processed and packaged foods.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. The market structure is fragmented, with several large-, medium- and small-scale players currently operating in the global potato chips industry. The volume of new entrants in the potato chips industry is low due to the large players dominating the industry, stringent government regulations, and difficulty gaining access to distribution channels.

### What are Potato Chips?

Potato chips, also known as crisps in some countries, are a popular snack made from thinly sliced potatoes that are deep-fried or baked until crispy. They are a convenient and satisfying snack that can be enjoyed on their own or as an accompaniment to other foods. Today, potato chips are a staple snack food enjoyed worldwide. They are available in a variety of flavors, including classic salted, barbecue, sour cream, onion, and many more. Some potato chip brands offer healthier options, such as baked or reduced-fat chips. They are a beloved snack food enjoyed by people of all ages and backgrounds.

### COVID-19 Impact:

The outbreak of the COVID-19 pandemic slowed down the global potato chips market growth in 2020 due to lockdown restrictions imposed by governments across various regions of the world. However, with the easing of COVID-19-induced lockdown in most countries and consumers' shift towards e-commerce, the market started to recover gradually. The spread of COVID-19 and subsequent lockdowns across various regions adversely impacted consumer spending and, thus, the distribution of the products. The closure of the facilities and the distribution channels has resulted in supply shortages and has inadvertently impacted the total global sales in the first half of 2020.

Consumers were also facing supply shortages, and a sharp decline had been witnessed in the offline sales of products across many regions. As a result, several retail stores are

trying to expand their presence through e-commerce channels and offering their products at discounted prices to achieve high growth. The containment measures taken by the governments of various countries in response to control the outbreak of COVID-19 disrupted the entire supply chain by creating logistical interruptions, transportation restrictions, and product supply across borders. This lowered the demand for the import and export of dehydrated potatoes in Q1 and Q2 of 2020. However, the market witnessed growth in the second half of 2020.

### Potato Chips Market Trends:

The convenience offered by potato chips has made them a popular snack food worldwide. The availability of diverse product varieties and regional flavors has also helped expand the market, particularly in emerging regions. Furthermore, the augmenting demand for potato chips has been increasing rapidly due to increasing disposable incomes and changing lifestyles. Value addition by manufacturers and improvements in the organized retail sector in the developing regions represent other growth-inducing factors. The raw materials used to manufacture potato chips are potatoes, oil, and salt, which are widely available worldwide. Hence, a reliable supply of potatoes and other materials is ensured, providing the potato chips market with a constant supply and efficient production planning. Developing countries are expected to drive the global potato chip market in the coming years. Earlier, the consumption of potato chips was largely confined to western countries. However, with the emerging trend of westernization of food consumption patterns in addition to the growing economy, rise in middle-class population, and increasing urbanization, the consumption of potato chips in developing economies is expected to grow significantly.

### 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 2024-2032. Our report has categorized the market based on product type and distribution channel.

### Product Type Insights:

Plain

Flavoured

The report has provided a detailed breakup and analysis of the potato chips market based on the product type. This includes plain and flavoured. According to the report,

plain represented the largest segment. Customers are preferring traditional chips with less salt content owing to the rise in chronic diseases, the trend of combining conventional chips with gourmets, burgers, sandwiches, etc., and easy availability are the major factors driving the segment. With the rising health consciousness among the global population, several potato chip manufacturers are launching value-added products. This includes products with reduced fat and calorie content, fortified with healthy ingredients, made with sea salt, etc.

#### Distribution Channel Insights:

- Supermarkets/Hypermarkets
- Convenience Stores
- Specialty Food Stores
- Online Stores
- Others

The report has provided a detailed breakup and analysis of the potato chips market based on the distribution channel. This includes supermarkets/hypermarkets, convenience stores, specialty food stores and online stores. Amongst these, supermarkets/hypermarkets represent the largest segment on account of the availability of discounts on bulk purchases, rapid increase in the number of grocery stores, good quality chips at preferred prices, and no risk of bad debts. Supermarkets and hypermarkets provide a pleasant experience by infusing technology to address shoppers' inquiries. In addition, innovative store design, ample selection, executional excellence, and exceptional service are also expected to propel the market demand for potato chips through these retail channels. Additionally, the increasing consumer health awareness and shifting preference of consumers from unbranded to branded products owing to their superior quality has also prompted the inclusion of premium potato chips brands across supermarkets and hypermarkets in the world, which is further anticipated to stimulate the market growth during the forecast period.

#### Regional Insights:

- United States
- United Kingdom
- Russia
- China
- Argentina
- Brazil

## India

The report has also provided a comprehensive analysis of all the major regional markets, which include the United States, the United Kingdom, Russia, China, Argentina, Brazil, and India. According to the report, United States was the largest market for potato chips. Americans have a large snacking habit, which is expected to continue to bolster growth in the potato chips market, along with the inflating disposable income levels of the masses and easy product availability across the country.

## Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global potato chips market. Some of the companies covered in the report include:

Pepsico  
Calbee Inc.  
Intersnack Group GmbH & Co. KG  
Mondelez International  
Herr Foods Inc.

Please note that this only represents a partial list of companies, and the complete list has been provided in the report.

## Key Questions Answered in This Report

1. What was the size of the global potato chips market in 2023?
2. What is the expected growth rate of the global potato chips market during 2024-2032?
3. What has been the impact of COVID-19 on the global potato chips market?
4. What are the key factors driving the global potato chips market?
5. What is the breakup of the global potato chips market based on the product type?
6. What is the breakup of the global potato chips market based on the distribution channel?
7. What are the key regions in the global potato chips market?
8. Who are the key players/companies in the global potato chips market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL SAVOURY SNACKS INDUSTRY**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Market Breakup by Product Type
- 5.4 Market Forecast

### **6 GLOBAL POTATO CHIPS INDUSTRY**

- 6.1 Market Overview
- 6.2 Market Performance
  - 6.2.1 Volume Trends
  - 6.2.2 Value Trends
- 6.3 Impact of COVID-19
- 6.4 Price Analysis
  - 6.4.1 Key Price Indicators

- 6.4.2 Price Structure
- 6.4.3 Price Trends
- 6.5 Market Breakup by Region
- 6.6 Market Breakup by Product Type
- 6.7 Market Breakup by Distribution Channel
- 6.8 Market Forecast
- 6.9 SWOT Analysis
  - 6.9.1 Overview
  - 6.9.2 Strengths
  - 6.9.3 Weaknesses
  - 6.9.4 Opportunities
  - 6.9.5 Threats
- 6.10 Value Chain Analysis
- 6.11 Porter's Five Forces Analysis
  - 6.11.1 Overview
  - 6.11.2 Bargaining Power of Buyers
  - 6.11.3 Bargaining Power of Suppliers
  - 6.11.4 Degree of Competition
  - 6.11.5 Threat of New Entrants
  - 6.11.6 Threat of Substitutes
- 6.12 Key Market Drivers and Success Factors

## **7 GLOBAL POTATO CHIPS MARKET: PERFORMANCE OF KEY REGIONS**

- 7.1 United States
  - 7.1.1 Current and Historical Market Trends
  - 7.1.2 Market Forecast
  - 7.1.3 Key Players
- 7.2 United Kingdom
  - 7.2.1 Current and Historical Market Trends
  - 7.2.2 Market Forecast
  - 7.2.3 Key Players
- 7.3 Russia
  - 7.3.1 Current and Historical Market Trends
  - 7.3.2 Market Forecast
  - 7.3.3 Key Players
- 7.4 China
  - 7.4.1 Current and Historical Market Trends
  - 7.4.2 Market Forecast

### 7.4.3 Key Players

## 7.5 Argentina

### 7.5.1 Current and Historical Market Trends

### 7.5.2 Market Forecast

### 7.5.3 Key Players

## 7.6 Brazil

### 7.6.1 Current and Historical Market Trends

### 7.6.2 Market Forecast

### 7.6.3 Key Players

## 7.7 India

### 7.7.1 Current and Historical Market Trends

### 7.7.2 Market Forecast

### 7.7.3 Key Players

## **8 GLOBAL POTATO CHIPS MARKET: BREAKUP BY PRODUCT TYPE**

### 8.1 Plain

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 Flavoured

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

## **9 GLOBAL POTATO CHIPS MARKET: BREAKUP BY DISTRIBUTION CHANNEL**

### 9.1 Supermarkets/Hypermarkets

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 Convenience Stores

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

### 9.3 Specialty Food Stores

#### 9.3.1 Market Trends

#### 9.3.2 Market Forecast

### 9.4 Online Stores

#### 9.4.1 Market Trends

#### 9.4.2 Market Forecast

### 9.5 Others

#### 9.5.1 Market Trends



## 9.5.2 Market Forecast

# 10 COMPETITIVE LANDSCAPE

## 10.1 Competitive Structure

## 10.2 Market Breakup by Key Players

# 11 POTATO CHIPS MANUFACTURING PROCESS

## 11.1 Product Overview

## 11.2 Detailed Process Flow

## 11.3 Various Types of Unit Operations Involved

## 11.4 Mass Balance and Raw Material Requirements

# 12 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

## 12.1 Land Requirements and Expenditures

## 12.2 Construction Requirements and Expenditures

## 12.3 Plant Layout

## 12.4 Plant Machinery

## 12.5 Machinery Pictures

## 12.6 Raw Material Requirements and Expenditures

## 12.7 Raw Material and Final Product Pictures

## 12.8 Packaging Requirements and Expenditures

## 12.9 Transportation Requirements and Expenditures

## 12.10 Utility Requirements and Expenditures

## 12.11 Manpower Requirements and Expenditures

## 12.12 Other Capital Investments

# 13 LOANS AND FINANCIAL ASSISTANCE

# 14 PROJECT ECONOMICS

## 14.1 Capital Cost of the Project

## 14.2 Techno-Economic Parameters

## 14.3 Product Pricing and Margins Across Various Levels of the Supply Chain

## 14.4 Taxation and Depreciation

## 14.5 Income Projections

## 14.6 Expenditure Projections

14.7 Financial Analysis

14.8 Profit Analysis

## **15 KEY PLAYER PROFILES**

15.1 Pepsico

15.2 Calbee Inc.

15.3 Intersnack Group GmbH & Co. KG

15.4 Mondelez International

15.5 Herr Foods Inc.

## List Of Tables

### LIST OF TABLES

Table 1: Global: Savoury Snacks Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Potato Chips Market: Key Industry Highlights, 2023 and 2032

Table 3: Global: Potato Chips Market Forecast: Breakup by Region (in Million Kg), 2024-2032

Table 4: Global: Potato Chips Market Forecast: Breakup by Product Type (in Million Kg), 2024-2032

Table 5: Global: Potato Chips Market Forecast: Breakup by Distribution Channel (in Million Kg), 2024-2032

Table 6: Global: Potato Chips Market: Competitive Structure

Table 7: Global: Potato Chips Market: Key Players

Table 8: Potato Chips Manufacturing Plant: Costs Related to Land and Site Development (in US\$)

Table 9: Potato Chips Manufacturing Plant: Costs Related to Civil Works (in US\$)

Table 10: Potato Chips Manufacturing Plant: Costs Related to Machinery (in US\$)

Table 11: Potato Chips Manufacturing Plant: Raw Material Requirements (in Tons/Day) and Expenditures (US\$/Ton)

Table 12: Potato Chips Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)

Table 13: Potato Chips Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)

Table 14: Details of Financial Assistance Offered by Financial Institutions

Table 15: Potato Chips Manufacturing Plant: Capital Costs (in US\$)

Table 16: Potato Chips Manufacturing Plant: Techno-Economic Parameters

Table 17: Potato Chips Manufacturing Plant: Taxation and Depreciation (in US\$)

Table 18: Potato Chips Manufacturing Plant: Income Projections (in US\$)

Table 19: Potato Chips Manufacturing Plant: Expenditure Projections (in US\$)

Table 20: Potato Chips Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability (in US\$)

Table 21: Potato Chips Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability (in US\$)

Table 22: Potato Chips Manufacturing Plant: Profit and Loss Account (in US\$)

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Potato Chips Market: Major Drivers and Challenges

Figure 2: Global: Savoury Snacks Market: Consumption Value Trends (in Billion US\$), 2018-2023

Figure 3: Global: Savoury Snacks Market: Breakup by Type (in %), 2023

Figure 4: Global: Savoury Snacks Market Forecast: Consumption Value Trends (in Billion US\$), 2024-2032

Figure 5: Global: Potato Chips Market: Consumption Volume Trends (in Million Kg), 2018-2023

Figure 6: Global: Potato Chips Market: Consumption Value Trends (in Billion US\$), 2018-2023

Figure 7: Global: Potato Chips Market: Average Prices (in US\$/Kg), 2018-2023

Figure 8: Potato Chips Market: Price Structure

Figure 9: Global: Potato Chips Market: Breakup by Region (in %), 2023

Figure 10: Global: Potato Chips Market: Breakup by Product Type (in %), 2023

Figure 11: Global: Potato Chips Market: Breakup by Distribution Channel (in %), 2023

Figure 12: Global: Potato Chips Market Forecast: Consumption Volume Trends (in Million Kg), 2024-2032

Figure 13: Global: Potato Chips Market Forecast: Consumption Value Trends (in Billion US\$), 2024-2032

Figure 14: Global: Potato Chips Industry: SWOT Analysis

Figure 15: Global: Potato Chips Industry: Value Chain Analysis

Figure 16: Global: Potato Chips Industry: Porter's Five Forces Analysis

Figure 17: United States: Potato Chips Market: Consumption Volume (in Million Kg), 2018-2023

Figure 18: United States: Potato Chips Market Forecast: Consumption Volume (in Million Kg), 2024-2032

Figure 19: United States: Potato Chips Market: Breakup by Key Players (in %), 2023

Figure 20: United Kingdom: Potato Chips Market: Consumption Volume (in Million Kg), 2018-2023

Figure 21: United Kingdom: Potato Chips Market Forecast: Consumption Volume (in Million Kg), 2024-2032

Figure 22: United Kingdom: Potato Chips Market: Breakup by Key Players (in %), 2023

Figure 23: Russia: Potato Chips Market: Consumption Volume (in Million Kg), 2018-2023

Figure 24: Russia: Potato Chips Market Forecast: Consumption Volume (in Million Kg), 2024-2032

2024-2032

Figure 25: Russia: Potato Chips Market: Breakup by Key Players (in %), 2023

Figure 26: China: Potato Chips Market: Consumption Volume (in Million Kg), 2018-2023

Figure 27: China: Potato Chips Market Forecast: Consumption Volume (in Million Kg), 2024-2032

Figure 28: China: Potato Chips Market: Breakup by Key Players (in %), 2023

Figure 29: Argentina: Potato Chips Market: Consumption Volume (in Million Kg), 2018-2023

Figure 30: Argentina: Potato Chips Market Forecast: Consumption Volume (in Million Kg), 2024-2032

Figure 31: Argentina: Potato Chips Market: Breakup by Key Players (in %), 2023

Figure 32: Brazil: Potato Chips Market: Consumption Volume (in Million Kg), 2018-2023

Figure 33: Brazil: Potato Chips Market Forecast: Consumption Volume (in Million Kg), 2024-2032

Figure 34: Brazil: Potato Chips Market: Breakup by Key Players (in %), 2023

Figure 35: India: Potato Chips Market: Consumption Volume (in Million Kg), 2018-2023

Figure 36: India: Potato Chips Market Forecast: Consumption Volume (in Million Kg), 2024-2032

Figure 37: India: Potato Chips Market: Breakup by Key Players (in %), 2023

Figure 38: Global: Plain Potato Chips Market: Consumption Volume (in Million Kg), 2018 & 2023

Figure 39: Global: Plain Potato Chips Market Forecast: Consumption Volume (in Million Kg), 2024-2032

Figure 40: Global: Flavoured Potato Chips Market: Consumption Volume (in Million Kg), 2018 & 2023

Figure 41: Global: Flavoured Potato Chips Market Forecast: Consumption Volume (in Million Kg), 2024-2032

Figure 42: Global: Potato Chips Market: Sales through Supermarkets/Hypermarkets (in Million Kg), 2018 & 2023

Figure 43: Global: Potato Chips Market Forecast: Sales through Supermarkets/Hypermarkets (in Million Kg), 2024-2032

Figure 44: Global: Potato Chips Market: Sales through Convenience Stores (in Million Kg), 2018 & 2023

Figure 45: Global: Potato Chips Market Forecast: Sales through Convenience Stores (in Million Kg), 2024-2032

Figure 46: Global: Potato Chips Market: Sales through Specialty Food Stores (in Million Kg), 2018 & 2023

Figure 47: Global: Potato Chips Market Forecast: Sales through Specialty Food Stores (in Million Kg), 2024-2032

Figure 48: Global: Potato Chips Market: Sales through Online Stores (in Million Kg), 2018 & 2023

Figure 49: Global: Potato Chips Market Forecast: Sales through Online Stores (in Million Kg), 2024-2032

Figure 50: Global: Potato Chips Market: Sales through Other Distribution Channels (in Million Kg), 2018 & 2023

Figure 51: Global: Potato Chips Market Forecast: Sales through Other Distribution Channels (in Million Kg), 2024-2032

Figure 52: Global: Potato Chips Market: Breakup by Key Players (in %)

Figure 53: Potato Chips Manufacturing: Detailed Process Flow

Figure 54: Potato Chips Manufacturing: Conversion Rate of Feedstocks

Figure 55: Potato Chips Manufacturing: Proposed Plant Layout

Figure 56: Potato Chips Manufacturing: Breakup of Capital Costs (in %)

Figure 57: Potato Chips Industry: Profit Margins at Various Levels of the Supply Chain

Figure 58: Potato Chips Manufacturing: Breakup by Total Production Cost (in %)

## I would like to order

Product name: Potato Chips Market Report by Product Type (Plain, Flavoured), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Food Stores, Online Stores, and Others), and Region 2024-2032

Product link: <https://marketpublishers.com/r/P4AE6C9984DEEN.html>

Price: US\$ 3,899.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P4AE6C9984DEEN.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