

Banana Chips Market Forecasts to 2030 – Global Analysis By Product (Fried Banana Chips, Baked Banana Chips, Dried Banana Chips and Other Products), Flavour, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Banana Chips Market is accounted for \$1.46 billion in 2024 and is expected to reach \$2.02 billion by 2030 growing at a CAGR of 7.2% during the forecast period. Banana chips are thinly sliced, deep-fried, or dehydrated banana pieces, often enjoyed as a crunchy snack. They are typically made from unripe bananas, which are sliced and fried in oil until crispy. Some varieties are sweetened with sugar or honey, while others are flavoured with spices like salt or chili. Popular in many tropical regions, especially in India, the Philippines, and Thailand, banana chips are a delicious, energy-rich snack with a long shelf life.

According to the Philippine Statistics Authority, in 2023, the April to June banana production was estimated at 2.269 million metric tons.

Market Dynamics:

Driver:

Rising demand for healthy snacks

Consumers are increasingly seeking nutritious, natural, and gluten-free alternatives to traditional fried snacks. Baked and minimally processed banana chips, rich in fiber and potassium, align with health-conscious trends. Growing awareness of clean-label and organic products further boosts demand. Additionally, fitness enthusiasts and diet-

conscious individuals prefer banana chips as an energy-boosting snack, propelling market growth.

Restraint:

High caloric & fat content

Deep-fried banana chips, often high in saturated fats and added sugars, are perceived as unhealthy, limiting their appeal among individuals seeking low-fat or weight-friendly snacks. Rising awareness of obesity and heart health concerns further reduces demand. Additionally, competition from healthier alternatives like air-dried fruit snacks and baked chips challenges market expansion.

Opportunity:

Growing vegan & gluten-free trends

Banana chips, made from naturally gluten-free and dairy-free bananas, appeal to health-conscious individuals and those with dietary restrictions. As more people adopt vegan and gluten-free lifestyles, demand for alternative snacks rises, boosting market growth. Additionally, manufacturers are innovating with organic, baked, and minimally processed banana chips to cater to this expanding consumer base, further accelerating market expansion worldwide.

Threat:

Short shelf life for natural variants

Without preservatives, banana chips are prone to moisture absorption, leading to loss of crispiness and spoilage. This creates challenges for retailers and exporters, especially in humid regions. Consumers may also prefer longer-lasting alternatives, affecting demand. Additionally, manufacturers face higher costs in packaging and logistics to maintain freshness. These factors hinder large-scale market expansion and limit the reach of natural banana chips.

Covid-19 Impact:

The covid-19 pandemic significantly impacted the banana chips market. Supply chain disruptions led to raw material shortages and increased production costs. Lockdowns

and restrictions affected distribution channels, reducing sales in offline retail stores. However, rising health consciousness boosted demand for packaged, shelf-stable snacks like banana chips.

The spicy segment is expected to be the largest during the forecast period

The spicy segment is expected to account for the largest market share during the forecast period. Spicy banana chips are a popular variation of traditional banana chips, offering a bold and tangy taste. This flavor is particularly popular in India, Thailand, and Latin America, where spicy snacks are in high demand. The combination of crunchiness and heat makes them a favorite among spice lovers. They are enjoyed as a standalone snack or paired with dips.

The culinary ingredient segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the culinary ingredient segment is predicted to witness the highest growth rate. Banana chips are increasingly used as a versatile culinary ingredient in various dishes. Crushed banana chips serve as a crunchy topping for yogurt, smoothie bowls, and desserts. Their natural sweetness and crispiness make them a unique addition to both sweet and savory recipes.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to abundant banana production, rising health-conscious consumers, and expanding retail networks. Countries like India, the Philippines, Thailand, and Indonesia dominate production and exports. The increasing influence of Western snacking habits, urbanization, and e-commerce expansion further boost market growth.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR driven by increasing demand for healthy, natural, and gluten-free snacks. The U.S. and Canada are key consumers, with a rising preference for baked, organic, and low-fat variants. Expanding e-commerce platforms and health-conscious trends drive market growth. Further, product innovation, diverse flavours, and sustainable packaging are boosting market expansion.

Key players in the market

Some of the key players in Banana Chips market include Beyond Snack, Dole Food Company, Inc., Tropicana, NATURAL SINS, Greenday, Four Seasons Fruits Corporation, Traina Foods, El Dorado, Herman Foods, THAI AO CHI FRUITS CO., LTD., Celebes Coconut Corporation, Prime Fruits International, GREENVILLE AGRO CORPORATION and EL Coco, BG Fruits and Nuts Manufacturing Corporation.

Key Developments:

In February 2023, Beyond Snack, a Kerala-based banana chips brand, launched its new product, Kerala Banana Chips in Coconut Oil. This product highlights the authentic taste of Kerala's traditional banana chips, made using Nendran bananas, a premium variety known for its rich texture and unique flavour.

Products Covered:

Fried Banana Chips

Baked Banana Chips

Dried Banana Chips

Other Products

Flavours Covered:

Sweet

Salty

Spicy

Plain/Unflavored

Other Flavours

Distribution Channels Covered:

Supermarkets/Hypermarkets

Convenience Stores

Specialty Stores

Online Retail

Other Distribution Channels

Applications Covered:

Direct Consumption

Culinary Ingredient

Other Applications

End Users Covered:

Households

Foodservice Industry

Food Processing Industry

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL BANANA CHIPS MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Fried Banana Chips
- 5.3 Baked Banana Chips
- 5.4 Dried Banana Chips
- 5.5 Other Products

6 GLOBAL BANANA CHIPS MARKET, BY FLAVOUR

- 6.1 Introduction
- 6.2 Sweet
- 6.3 Salty
- 6.4 Spicy
- 6.5 Plain/Unflavored
- 6.6 Other Flavours

7 GLOBAL BANANA CHIPS MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Introduction
- 7.2 Supermarkets/Hypermarkets
- 7.3 Convenience Stores
- 7.4 Specialty Stores
- 7.5 Online Retail
- 7.6 Other Distribution Channels

8 GLOBAL BANANA CHIPS MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Direct Consumption
- 8.3 Culinary Ingredient
- 8.4 Other Applications

9 GLOBAL BANANA CHIPS MARKET, BY END USER

- 9.1 Introduction
- 9.2 Households
- 9.3 Foodservice Industry

9.4 Food Processing Industry

9.5 Other End Users

10 GLOBAL BANANA CHIPS MARKET, BY GEOGRAPHY

10.1 Introduction

10.2 North America

10.2.1 US

10.2.2 Canada

10.2.3 Mexico

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 Italy

10.3.4 France

10.3.5 Spain

10.3.10 Rest of Europe

10.4 Asia Pacific

10.4.1 Japan

10.4.2 China

10.4.3 India

10.4.4 Australia

10.4.5 New Zealand

10.4.10 South Korea

10.4.7 Rest of Asia Pacific

10.5 South America

10.5.1 Argentina

10.5.2 Brazil

10.5.3 Chile

10.5.4 Rest of South America

10.1 Middle East & Africa

10.10.1 Saudi Arabia

10.10.2 UAE

10.10.3 Qatar

10.10.4 South Africa

10.10.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Beyond Snack
- 12.2 Dole Food Company, Inc.
- 12.3 Tropicana
- 12.4 NATURAL SINS
- 12.5 Greenday
- 12.6 Four Seasons Fruits Corporation
- 12.7 Traina Foods
- 12.8 El Dorado
- 12.9 Herman Foods
- 12.10 THAI AO CHI FRUITS CO., LTD.
- 12.11 Celebes Coconut Corporation
- 12.12 Prime Fruits International
- 12.13 GREENVILLE AGRO CORPORATION
- 12.14 EL Coco
- 12.15 BG Fruits and Nuts Manufacturing Corporation

List Of Tables

LIST OF TABLES

- Table 1 Global Banana Chips Market Outlook, By Region (2022-2030) (\$MN)
- Table 2 Global Banana Chips Market Outlook, By Product (2022-2030) (\$MN)
- Table 3 Global Banana Chips Market Outlook, By Fried Banana Chips (2022-2030) (\$MN)
- Table 4 Global Banana Chips Market Outlook, By Baked Banana Chips (2022-2030) (\$MN)
- Table 5 Global Banana Chips Market Outlook, By Dried Banana Chips (2022-2030) (\$MN)
- Table 6 Global Banana Chips Market Outlook, By Other Products (2022-2030) (\$MN)
- Table 7 Global Banana Chips Market Outlook, By Flavour (2022-2030) (\$MN)
- Table 8 Global Banana Chips Market Outlook, By Sweet (2022-2030) (\$MN)
- Table 9 Global Banana Chips Market Outlook, By Salty (2022-2030) (\$MN)
- Table 10 Global Banana Chips Market Outlook, By Spicy (2022-2030) (\$MN)
- Table 11 Global Banana Chips Market Outlook, By Plain/Unflavored (2022-2030) (\$MN)
- Table 12 Global Banana Chips Market Outlook, By Other Flavours (2022-2030) (\$MN)
- Table 13 Global Banana Chips Market Outlook, By Distribution Channel (2022-2030) (\$MN)
- Table 14 Global Banana Chips Market Outlook, By Supermarkets/Hypermarkets (2022-2030) (\$MN)
- Table 15 Global Banana Chips Market Outlook, By Convenience Stores (2022-2030) (\$MN)
- Table 16 Global Banana Chips Market Outlook, By Specialty Stores (2022-2030) (\$MN)
- Table 17 Global Banana Chips Market Outlook, By Online Retail (2022-2030) (\$MN)
- Table 18 Global Banana Chips Market Outlook, By Other Distribution Channels (2022-2030) (\$MN)
- Table 19 Global Banana Chips Market Outlook, By Application (2022-2030) (\$MN)
- Table 20 Global Banana Chips Market Outlook, By Direct Consumption (2022-2030) (\$MN)
- Table 21 Global Banana Chips Market Outlook, By Culinary Ingredient (2022-2030) (\$MN)
- Table 22 Global Banana Chips Market Outlook, By Other Applications (2022-2030) (\$MN)
- Table 23 Global Banana Chips Market Outlook, By End User (2022-2030) (\$MN)
- Table 24 Global Banana Chips Market Outlook, By Households (2022-2030) (\$MN)
- Table 25 Global Banana Chips Market Outlook, By Foodservice Industry (2022-2030)

(\$MN)

Table 26 Global Banana Chips Market Outlook, By Food Processing Industry
(2022-2030) (\$MN)

Table 27 Global Banana Chips Market Outlook, By Other End Users (2022-2030) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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