

Australia Potato Chips Market By Product Type (Fried, Baked), By Flavour (Plain/ Salted Potato Chips, Flavour Potato Chips), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

Australia Potato Chips Market was valued at USD 706.24 Million in 2024 and is anticipated to grow USD 845.92 Million by 2030 with a CAGR of 3.05%. The Australia potato chips market is driven by strong consumer demand for convenient, ready-to-eat snacks. Consumers increasingly seek variety in flavours, including gourmet and ethnic-inspired options like sea salt & balsamic vinegar or Thai sweet chili. The rising trend toward health and wellness has prompted brands to launch low-sodium, baked, and organic chip variants. Clean label ingredients and sustainable packaging are also gaining traction among conscious consumers. Major players such as Smith's, Red Rock Deli, and Kettle continue to innovate to maintain brand loyalty.

Key Market Drivers

Rising Demand for Convenient and On-the-Go Snack Options

The modern Australian consumer increasingly values convenience in their food choices, driven by fast-paced lifestyles, urbanization, and dual-income households. Potato chips, as a ready-to-eat snack, fit perfectly into this dynamic, offering a quick, mess-free, and satisfying option suitable for both solo consumption and social occasions. Busy

professionals, students, and parents often opt for snack packs and family-size bags of chips as part of their weekly shopping routines. In 2023–24, per capita daily consumption of snack foods rose by 0.7 g (4.7%), reaching 15.6 g per day, signaling increased snack intake overall. The product's portability and long shelf life also make it ideal for inclusion in school lunch boxes, travel packs, and office pantries. Moreover, the snack's familiarity and wide acceptance across age groups make it a go-to option for spontaneous snacking. As demand for easily consumable food increases, potato chips are well-positioned to grow further, especially as brands introduce new portion sizes and resealable packaging formats to cater to different consumption needs. This widespread consumer preference for convenience continues to be a strong engine propelling market expansion in both retail and foodservice channels.

Key Market Challenges

Rising Health Concerns and Negative Perception of Fried Snacks

One of the most pressing challenges in the Australian potato chips market is the growing health-consciousness among consumers and the negative perception associated with fried and high-fat foods. In the 2023–24 financial year, 38.5% of dietary energy in Australia came from discretionary foods—processed, often unhealthy items like potato snacks, confectionery, and sugary drinks. With increasing awareness about the risks of obesity, cardiovascular diseases, and high cholesterol, many Australians are actively reducing their intake of salty and oily snacks — a category in which conventional potato chips squarely fall. As a result, potato chips often get classified as "junk food," which discourages regular consumption, particularly among health-focused demographics such as fitness enthusiasts, older adults, and parents buying for their children. Although baked, low-sodium, and alternative vegetable chips are gaining some ground, they are often more expensive, less widely available, or perceived as less flavorful compared to traditional fried chips. Furthermore, public health campaigns, school snack regulations, and food labeling standards continue to add pressure on manufacturers to reformulate their products or limit the promotion of high-fat snack foods. Navigating this landscape without compromising the core taste appeal of chips remains a significant hurdle for mainstream brands.

Key Market Trends

Premiumization and Gourmet Positioning of Potato Chips

A prominent trend reshaping the Australia potato chips market is the move toward

premiumization, where chips are no longer just a basic salty snack but positioned as a gourmet indulgence. Consumers are increasingly willing to pay more for products that offer elevated quality, flavor, and presentation. This trend is evident in the rise of kettle-cooked, hand-crafted, and small-batch chip varieties made with carefully selected potato cultivars and exotic seasonings. Flavour profiles like truffle and parmesan, Himalayan pink salt, black garlic, and aged cheddar are gaining popularity, targeting discerning consumers who view chips as part of a premium snacking or entertaining experience. Packaging also reflects this shift, with matte finishes, resealable pouches, and artisanal design elements creating a more upscale appeal. The premium chips trend has found a strong foothold in specialty stores, gourmet delis, and curated snack boxes, where customers actively seek differentiation and storytelling. As this trend continues, brands are investing more in sourcing, batch identity, and culinary partnerships to create unique flavor journeys that stand apart from mass-market offerings.

Key Market Players

The Smith's Snackfood Company Pty Ltd.

Snack Brands Australia

Tyrrells Crisps Holdings Pty Limited

Kellanova (PRINGLES, S.A.R.L.)

Tixana Pty Limited

PepsiCo Australia Holdings Pty Ltd.

Bikaji Foods International Ltd.

PepsiCo

The Campbell Soup Company

Kellanova

Report Scope:

Australia Potato Chips Market By Product Type (Fried, Baked), By Flavour (Plain/ Salted Potato Chips, Flavour...

In this report, the Australia Potato Chips Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Australia Potato Chips Market, By Product Type:

Fried

Baked

Australia Potato Chips Market, By Flavour:

Plain/ Salted Potato Chips

Flavour Potato Chips

Australia Potato Chips Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Australia Potato Chips Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Australia Potato Chips Market.

Available Customizations:

Australia Potato Chips Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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