

# **India 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, 2021-2031F**

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## **Abstracts**

### Market Overview

The India Potato Chips Market was valued at USD 1.62 billion in 2025 and is projected to reach USD 2.99 billion by 2031, growing at a CAGR of 10.75% during the forecast period. This growth is driven by evolving consumer habits, increasing demand for convenient snacks, and rising disposable incomes. The expansion of urban populations and a youthful demographic have led to a surge in preference for ready-to-eat packaged foods, particularly flavored potato chips. Innovations in taste profiles, the emergence of healthier options such as baked and low-fat variants, and strong marketing by established players like PepsiCo (Lay's) and ITC (Bingo!) are fueling market expansion. The proliferation of modern retail outlets, e-commerce, and regional brands offering locally inspired flavors is also boosting consumption. Despite growing health consciousness, potato chips continue to be a widely consumed snack across urban and semi-urban regions in India.

### Key Market Drivers

#### Rapid Urbanization and Evolving Lifestyles

India's accelerating urbanization is a key driver of the potato chips market. As more

Individuals migrate to cities for education and employment, their eating habits are adapting to suit faster-paced lifestyles, with increased reliance on convenient and portable food options. As of 2024, the urban population in India is approximately 461 million and is growing at a rate of 2.3% annually. By 2031, cities are expected to contribute 75% of national income, further amplifying demand for on-the-go snacks. Packaged potato chips are a preferred choice due to their ease of access, affordability, and appeal across various consumer segments. Urban living has also exposed consumers to global food trends, encouraging them to explore innovative flavors. In response, brands are offering resealable packaging, multiple pack sizes, and limited-edition flavors, all aimed at enhancing consumer experience and driving purchase frequency among urban buyers.

## Key Market Challenges

### Health Concerns and Rising Demand for Nutritional Alternatives

Growing awareness about nutrition and wellness poses a significant challenge to traditional potato chip consumption. With rising concerns over obesity, hypertension, and other lifestyle diseases, consumers are becoming cautious about high-fat, high-sodium snacks. As a result, many urban consumers are gravitating toward healthier alternatives like baked chips, multigrain crisps, and snacks made from vegetables such as beetroot or jackfruit. The traditional potato chips segment faces increasing pressure to innovate or reformulate to meet this demand. Manufacturers are introducing “healthier” variants, but ensuring they match consumer expectations for taste, shelf life, and affordability remains challenging. Additionally, educated consumers are paying closer attention to ingredient transparency, preservatives, and artificial flavoring, prompting brands to meet higher standards. This shift may gradually affect the market share of conventional deep-fried potato chips as the push for clean-label and nutritious options intensifies.

## Key Market Trends

### Healthier Snacking and Functional Product Innovation

A prominent trend in the India potato chips market is the increasing preference for health-oriented snacks. According to NFHS-5 (2019–21), 24% of Indian women and 23% of men are overweight or obese, underscoring the growing need for healthier choices. Brands are introducing baked, air-popped, and low-fat chips made with alternative oils such as olive and rice bran to cater to this segment. Functional

enhancements like added protein, fiber, and essential nutrients are gaining popularity, especially among urban professionals and millennials. Consumers are also demanding clean-label products with fewer additives, reduced sodium, and no artificial flavors. This trend has created opportunities for niche and premium brands offering chips made from lentils, quinoa, sweet potatoes, and other non-traditional ingredients. Brands like Too Yumm, RiteBite Max Protein, and Haldiram's are actively tapping into this space. The rise of portion-controlled packs and calorie-marked packaging is also fueling mindful snacking behavior, reshaping the category to align better with health-conscious preferences.

### Key Market Players

PepsiCo India Holdings Pvt. Ltd.

ITC Limited

Balaji Wafers Private Limited

Haldiram Snacks Food Pvt. Ltd.

Kellogg India Private Limited

Parle Products Private Limited

DFM Foods Private Limited

Future Consumer Limited

Prataap Snacks Limited

TagZ Foods Private Limited

### Report Scope:

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

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

### India Potato Chips Market, By Product Type:

Fried

Baked

### India Potato Chips Market, By Flavour:

Plain/ Salted Potato Chips

Flavour Potato Chips

### India Potato Chips Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

### India Potato Chips Market, By Region:

North

South

East

West

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Potato

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

Chips Market.

Available Customizations:

India 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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