

# **Packaged Kale Chips Market Size, Trends, Analysis, and Outlook By Product (Chips or crisps, Extruded snacks), By Distribution Channel (Offline, Online), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

Global Packaged Kale Chips Market Size is valued at \$312.6 Million in 2024 and is forecast to register a growth rate (CAGR) of 19.2% to reach \$1274.1 Million by 2032.

The packaged kale chips market is on the rise, driven by the increasing consumer demand for healthy and convenient snack alternatives. As more individuals seek to incorporate nutrient-dense foods into their diets, kale chips are becoming a popular choice due to their low calorie count and high fiber content. The trend towards clean labels is also influencing purchasing behavior, with consumers favoring brands that offer organic and minimally processed options. Additionally, innovations in flavors and seasonings are expanding the appeal of kale chips, allowing manufacturers to cater to diverse taste preferences and enhance market growth.

### **Packaged Kale Chips Market Drivers, Trends, Opportunities, and Growth Opportunities**

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Packaged Kale Chips survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Packaged Kale Chips industry.

Key market trends defining the global Packaged Kale Chips demand in 2025 and Beyond

The Packaged Kale Chips industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

## Packaged Kale Chips Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

### Key strategies adopted by companies within the Packaged Kale Chips industry

Leading Packaged Kale Chips companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Packaged Kale Chips companies.

### Packaged Kale Chips Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

## Packaged Kale Chips Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Packaged Kale Chips industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

## Packaged Kale Chips Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

## North America Packaged Kale Chips Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Packaged Kale Chips market segments. Similarly, strong market demand encourages Canadian Packaged Kale Chips companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

## Europe Packaged Kale Chips Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Packaged Kale Chips industry remains the major market for companies in the European Packaged Kale Chips industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Packaged Kale Chips market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Packaged Kale Chips Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Packaged Kale Chips in Asia Pacific. In particular, China, India, and South East Asian Packaged Kale Chips markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Packaged Kale Chips Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Packaged Kale Chips Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Packaged Kale Chips market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Packaged Kale Chips.

### Packaged Kale Chips Company Profiles

The global Packaged Kale Chips market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are BRADS PLANT BASED LLC , DJ and A PTY Ltd, Kaleidoscope Foods, Koninklijke Ahold Delhaize NV, NATRULY, Rhythm Superfoods LLC, Simply 7 Snacks LLC, Smart Organic AD, The Kale Factory.

## Recent Packaged Kale Chips Market Developments

The global Packaged Kale Chips market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Packaged Kale Chips Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Product

Chips or crisps

*Packaged Kale Chips Market Size, Trends, Analysis, and Outlook By Product (Chips or crisps, Extruded snacks),...*

Extruded snacks

By Distribution Channel

Offline

Online

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

BRADS PLANT BASED LLC

DJ and A PTY Ltd

Kaleidoscope Foods

Koninklijke Ahold Delhaize NV

NATRULY

Rhythm Superfoods LLC

Simply 7 Snacks LLC

Smart Organic AD

## The Kale Factory

Formats Available: Excel, PDF, and PPT

## Contents

### **CHAPTER 1: EXECUTIVE SUMMARY**

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
  - 1.3.1 Country Coverage
  - 1.3.2 Companies Profiled
  - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
  - 1.3.4 Units
- 1.4 Abbreviations

### **CHAPTER 2. PACKAGED KALE CHIPS MARKET OVERVIEW- 2025**

- 2.1 An Introduction to the Global Packaged Kale Chips Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Packaged Kale Chips Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

### **CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS**

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Packaged Kale Chips Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Packaged Kale Chips Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Packaged Kale Chips Market Outlook to 2032

### **CHAPTER 5: PACKAGED KALE CHIPS MARKET DYNAMICS**

*Packaged Kale Chips Market Size, Trends, Analysis, and Outlook By Product (Chips or crisps, Extruded snacks),...*



- 5.1 Key Packaged Kale Chips Market Trends
- 5.2 Potential Packaged Kale Chips Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL PACKAGED KALE CHIPS MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
  - 6.2 Product
    - Chips or crisps
    - Extruded snacks
  - Distribution Channel
    - Offline
    - Online
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA PACKAGED KALE CHIPS MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
  - 7.2 Product
    - Chips or crisps
    - Extruded snacks
  - Distribution Channel
    - Offline
    - Online
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States Packaged Kale Chips Market Size Forecast, 2021- 2032
  - 7.3.2 Canada Packaged Kale Chips Market Size Forecast, 2021- 2032
  - 7.3.3 Mexico Packaged Kale Chips Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE PACKAGED KALE CHIPS MARKET ANALYSIS AND OUTLOOK TO 2032**

- 8.1 Europe Market Outlook by Segments, 2021- 2032
  - 8.2 Product
    - Chips or crisps
    - Extruded snacks

Distribution Channel

Offline

Online

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Packaged Kale Chips Market Size Forecast, 2021- 2032

8.3.2 France Packaged Kale Chips Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Packaged Kale Chips Market Size Forecast, 2021- 2032

8.3.4 Spain Packaged Kale Chips Market Size Forecast, 2021- 2032

8.3.5 Italy Packaged Kale Chips Market Size Forecast, 2021- 2032

8.3.6 Russia Packaged Kale Chips Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Packaged Kale Chips Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC PACKAGED KALE CHIPS MARKET ANALYSIS AND OUTLOOK TO 2032**

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Product

Chips or crisps

Extruded snacks

Distribution Channel

Offline

Online

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Packaged Kale Chips Market Size Forecast, 2021- 2032

9.3.2 India Packaged Kale Chips Market Size Forecast, 2021- 2032

9.3.3 Japan Packaged Kale Chips Market Size Forecast, 2021- 2032

9.3.4 South Korea Packaged Kale Chips Market Size Forecast, 2021- 2032

9.3.5 Australia Packaged Kale Chips Market Size Forecast, 2021- 2032

9.3.6 South East Asia Packaged Kale Chips Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Packaged Kale Chips Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA PACKAGED KALE CHIPS MARKET ANALYSIS AND OUTLOOK TO 2032**

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Product

Chips or crisps

Extruded snacks

Distribution Channel

Offline

Online

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Packaged Kale Chips Market Size Forecast, 2021- 2032

10.3.2 Argentina Packaged Kale Chips Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Packaged Kale Chips Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA PACKAGED KALE CHIPS MARKET ANALYSIS AND OUTLOOK TO 2032**

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Product

Chips or crisps

Extruded snacks

Distribution Channel

Offline

Online

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Packaged Kale Chips Market Size Forecast, 2021- 2032

11.3.2 The UAE Packaged Kale Chips Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Packaged Kale Chips Market Size Forecast, 2021- 2032

11.3.4 South Africa Packaged Kale Chips Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Packaged Kale Chips Market Size Forecast, 2021- 2032

## **CHAPTER 12: COMPETITIVE LANDSCAPE**

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 BRADS PLANT BASED LLC

DJ and A PTY Ltd

Kaleidoscope Foods

Koninklijke Ahold Delhaize NV

NATRULY

Rhythm Superfoods LLC

Simply 7 Snacks LLC

Smart Organic AD

The Kale Factory

## **CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY**

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

## List Of Figures

### LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Packaged Kale Chips Market Outlook by Type, 2021- 2032

Figure 6: Global Packaged Kale Chips Market Outlook by Application, 2021- 2032

Figure 7: Global Packaged Kale Chips Market Outlook by Region, 2021- 2032

Figure 8: North America Packaged Kale Chips Market Snapshot, Q4-2024

Figure 9: North America Packaged Kale Chips Market Size Forecast by Type, 2021- 2032

Figure 10: North America Packaged Kale Chips Market Size Forecast by Application, 2021- 2032

Figure 11: North America Packaged Kale Chips Market Share by Country, 2023

Figure 12: Europe Packaged Kale Chips Market Snapshot, Q4-2024

Figure 13: Europe Packaged Kale Chips Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Packaged Kale Chips Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Packaged Kale Chips Market Share by Country, 2023

Figure 16: Asia Pacific Packaged Kale Chips Market Snapshot, Q4-2024

Figure 17: Asia Pacific Packaged Kale Chips Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Packaged Kale Chips Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Packaged Kale Chips Market Share by Country, 2023

Figure 20: South America Packaged Kale Chips Market Snapshot, Q4-2024

Figure 21: South America Packaged Kale Chips Market Size Forecast by Type, 2021- 2032

Figure 22: South America Packaged Kale Chips Market Size Forecast by Application, 2021- 2032

Figure 23: South America Packaged Kale Chips Market Share by Country, 2023

Figure 24: Middle East and Africa Packaged Kale Chips Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Packaged Kale Chips Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Packaged Kale Chips Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Packaged Kale Chips Market Share by Country, 2023

Figure 28: United States Packaged Kale Chips Market Size Outlook, \$ Million, 2021-2032

Figure 29: Canada Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Packaged Kale Chips Market Size Outlook, \$ Million, 2021-2032

Figure 34: Spain Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Packaged Kale Chips Market Size Outlook, \$ Million, 2021-2032

Figure 38: China Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Packaged Kale Chips Market Size Outlook, \$ Million, 2021-2032

Figure 42: Australia Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Packaged Kale Chips Market Size Outlook, \$ Million, 2021-2032

Figure 44: Rest of APAC Packaged Kale Chips Market Size Outlook, \$ Million, 2021-2032

Figure 45: Brazil Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Packaged Kale Chips Market Size Outlook, \$ Million, 2021-2032

Figure 48: Saudi Arabia Packaged Kale Chips Market Size Outlook, \$ Million, 2021-2032

Figure 49: UAE Packaged Kale Chips Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Packaged Kale Chips Market Size Outlook, \$ Million, 2021-2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology

## List Of Tables

### LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Packaged Kale Chips Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Packaged Kale Chips Market Size Outlook by Segments, 2021- 2032

Table 7: Global Packaged Kale Chips Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Packaged Kale Chips Market Outlook by Type, 2021- 2032

Table 10: North America- Packaged Kale Chips Market Outlook by Country, 2021- 2032

Table 11: Europe - Packaged Kale Chips Market Outlook by Type, 2021- 2032

Table 12: Europe - Packaged Kale Chips Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Packaged Kale Chips Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Packaged Kale Chips Market Outlook by Country, 2021- 2032

Table 15: South America- Packaged Kale Chips Market Outlook by Type, 2021- 2032

Table 16: South America- Packaged Kale Chips Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Packaged Kale Chips Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Packaged Kale Chips Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Packaged Kale Chips Companies

Table 20: Product Profiles of Leading Packaged Kale Chips Companies

Table 21: SWOT Profiles of Leading Packaged Kale Chips Companies

## I would like to order

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