

Kale Chips Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The global kale chips market is projected to register a CAGR of 8.67% during the forecast period (2023 - 2028).

With the sudden impact of COVID-19, the market has witnessed a decline in the sale of kale chips due to their non-availability in the distribution channels. The Kale Chips market is quickly reaching its pre-COVID levels and a healthy growth rate is expected over the forecast period driven by the economic revival in most of the developing nations. Also, the forced lockdown across the world and extended work from home scenario actively supported the at-home food consumption as well growth in snack products, which, in turn, augmented the demand for kale chips. The COVID-19 pandemic has resulted in the generation of opportunities for many private players to emerge in the markets to cater to the inflated demand for kale chips.

Kale is a rich source of antioxidants, vitamins, lutein, zeaxanthin, sulforaphane, magnesium, calcium, and potassium, along with a small amount of protein and fiber. As a result, it is considered beneficial for weight loss, eye health, and cancer prevention. Rising consumer awareness regarding these advantages is anticipated to drive the product demand.

Rising demand for vegetable chips in healthy snacking options is anticipated to drive market growth. Demand for gluten-free food products and acceptance of different types of vegetable chips as healthy snacks has been a positive factor for the kale chips market. Moreover, a rising preference for plant-based food products is expected to drive the product demand.

Kale Chips Market Trends

Increasing demand of Vegetable and Healthy Chips

Kale has an ultra-low-calorie count, many antioxidants, and the ability to support normal cholesterol levels and cardiovascular health, this alone factor is boosting the growth of the kale chips market globally. The introduction of raw, gluten-free, organic, and vegan concepts has enlightened the reputation of these chips furthermore and thus, the market is witnessing considerable

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growth. The latest innovation of The Kale Factory, a leading manufacturer, is the introduction of a Paleo-friendly tag on their chips promoting the consumption of a healthy whole-food-based diet. Changing eating habits of consumers and demand for healthy snacking is anticipated to drive innovation and research and development (R&D) in the market. Companies are increasingly investing in product innovation and launches to expand the market presence and visibility

North America is the Leading Market for Kale Chips

Americans are gradually becoming health conscious and this consecutively generates the demand for healthy foods such as kale chips. Snack manufacturers in the region are successfully meeting the rising consumer demand for nutritious dietary snacks by innovating their products from time to time. Due to the high rivalry among the players in North America, the manufacturers are launching unique snacks to outstand in the market. The rise in the vegan population has been resulting in the significant adoption of plant-based healthy snacks including kale chips. An increasing number of sellers and manufacturers drive regional product availability. With an aim to cater to a large number of consumers, companies in the region are tying up with online retailers as well as along with introducing their own e-portals such as Alibaba, Amazon, Walmart, and Big Basket.

Kale Chips Market Competitor Analysis

With multiple prominent and regional players, there is a high rivalry to establish a good reputation in the market. Thus, the leading manufacturers try to develop outstanding and versatile products that can make them stand out from the crowd. The major players in the market are General Mills Inc., Vermont Kale Chips, Brad's Plant Based, LLC, and Simply 7 Snacks, LLC. In order to strengthen their hold in the market, these companies are innovating their types, expanding their target markets, and strengthening their distribution channels.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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