

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

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The fried potato chips market is projected to register a CAGR of 6.76% during the forecast period 2022-2027.

Despite the disruptions in the potato supply chain, the lockdown caused by COVID-19 and extended work-from-home scenario actively supported at-home food and snack consumption, which boosted the demand for potato chips. The COVID-19 pandemic has created chances for many new private entrepreneurs to enter the market and meet the soaring demand for potato chips.

The pandemic has also hastened the transition to a more digital society and generated changes in online shopping habits that are likely to last. As a result, internet sales of potato chips are likely to increase rapidly.

Fried potato chips are majorly enjoyed by consumers in different demographics across the world, especially by the millennials. Thus, the manufacturers are focusing on ethnic flavors to expand their business in foreign countries and meet the demand from consumers with different taste pallets. The players in the market are experimenting and introducing new flavors to suit consumer demands. These innovations are expected to drive the fried potato chips market.

Fried Potato Chips Market Trends

Increased Expenditure on Savory Snacks

Due to changing lifestyles, consumers are opting for convenient food options for on-the-go consumption, which is influencing per capita expenditure on savory snack products, especially potato chips. Busier lifestyles and longer working hours have propelled consumers to shift from elaborate luncheons and meals to desk snacks and packaged foods, thereby driving the sales of potato

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

chips. Moreover, the easy availability of a variety of savory snack products and an increasingly strong distribution network of key players worldwide are encouraging consumers to purchase savory snack products. The modern distribution channels, such as supermarkets, hypermarkets, and online retail stores, encourage consumers to buy larger pack sizes to decrease their trips to the stores and achieve more value for their money. Thus, such factors also propel the demand for fried potato snacks.

North America Holds the Largest Market Share

The United States is considered the highest consuming nation for fried potato chips in the world. The rising number of flavors and surging demand for quick snacks are projected to contribute to the market during the forecast period. To meet the varying tastes and preferences of American consumers, potato chip manufacturers are responding to consumer demand for flavored choices, offering a wide variety of options such as cheddar and sour cream, barbeque, sweet and spicy, ketchup, and cheese. In addition, fried potato chips with reduced fats are increasing in demand. Moreover, the high snack consumption in the region, coupled with the increasing demand for on-the-go snack options, is majorly driving the market in the country.

Fried Potato Chips Market Competitor Analysis

The fried potato chips market is highly fragmented, with many organized and unorganized players in the market. With the rising demand for potato chips and dynamic shifts in the consumption pattern of global consumers, companies are trying to innovate their portfolios by launching newer flavors and expanding themselves across the world. Some of the major players in the fried potato chips market are Kettle Foods Inc., ITC Limited, PepsiCo Inc., Herr's Foods Inc., and Burts Potato Chips Ltd.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers/Consumers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 By Flavor

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.1.1 Plain and Salted
- 5.1.2 Flavored
- 5.2 By Distribution Channel
 - 5.2.1 Supermarkets/Hypermarkets
 - 5.2.2 Convenience Stores
 - 5.2.3 Online Retail Stores
 - 5.2.4 Other Distribution Channels
- 5.3 By Geography
 - 5.3.1 North America
 - 5.3.1.1 United States
 - 5.3.1.2 Canada
 - 5.3.1.3 Mexico
 - 5.3.1.4 Rest of North America
 - 5.3.2 Europe
 - 5.3.2.1 Spain
 - 5.3.2.2 United Kingdom
 - 5.3.2.3 Germany
 - 5.3.2.4 France
 - 5.3.2.5 Italy
 - 5.3.2.6 Russia
 - 5.3.2.7 Rest of Europe
 - 5.3.3 Asia-Pacific
 - 5.3.3.1 China
 - 5.3.3.2 Japan
 - 5.3.3.3 India
 - 5.3.3.4 Australia
 - 5.3.3.5 Rest of Asia-Pacific
 - 5.3.4 South America
 - 5.3.4.1 Brazil
 - 5.3.4.2 Argentina
 - 5.3.4.3 Rest of South America
 - 5.3.5 Middle-East
 - 5.3.5.1 South Africa
 - 5.3.5.2 Saudi Arabia
 - 5.3.5.3 Rest of Middle-East

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
 - 6.4.1 Kettle Foods Inc.
 - 6.4.2 Intersnack Foods
 - 6.4.3 ITC Limited
 - 6.4.4 Great Lakes Potato Chips Co.
 - 6.4.5 PepsiCo Inc.
 - 6.4.6 Orkla ASA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.4.7 Burts Potato Chips Ltd
- 6.4.8 Calbee Inc.
- 6.4.9 UTZ Quality Foods Inc.
- 6.4.10 The Kellogg Company

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-03"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

