

Global Baked chips Market is Projected to Grow at a CAGR over 6.5% post 2023

Global Baked Chips Market Information- by Source (Vegetable, Fruits, Cereals, Grains), by Functionality (Organic, Gluten Free, Low Calories, Low Sodium)

PUNE, MAHARASHTRA, INDIA, June 21, 2017 /EINPresswire.com/ -- "Baked chips" refers to thin slice of vegetable, fruits and others that has been baked. Moreover, crisp are made from flour dough and then baked in the oven. Unlike the traditionally fried chips, which makes the chips unhealthy. Baking the chips makes it healthy, retain its nutrition and is low in calories. Consumers are aware than

before of the negative impacts of consuming fried chips, hence now-a-days health cognizant consumers prefer baked chips made from vegetables, fruits, cereals and grains.

Introduction of new innovative products with inclusion of healthy chips such as corn chips, fruit chips are supporting the growth of this market. [Global baked chips market](#) is mainly driven by urbanization, changing consumption pattern and rising disposable income. Rise in disposable income and consumer preferences for 'on-the-go' foods is driving the sales of enriched, low sodium and low calories chips. Consumers prefer to buy baked chips, because of the health benefits such as low calories, low sodium and others. These baked chips can be consumed during the office hours, snack time & others and hence increasing working population will support the growth of this market. Moreover weight healthy diet trend due to various health issue will play a key role to grow [baked chips market](#) at CAGR of 6.5% during forecast period.

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Downstream market analysis-

Globalization and urbanization are major driving force for this market, furthermore popularity of healthy and sugar free baked chips are also encouraging the growth of the market. Baked chips such as nachos, tortillas will be highest growing segment and vegetable chips will dominate the market during the forecast period. Moreover, baked chips are mainly bought from supermarket and convenience store however busy lifestyle of people is supporting the sales of these products through online store which will change the future of overall retail network of non-alcoholic beverages.

Competitive analysis-

The major key players in baked chips market are

- Erito-Lay (U.S.)
- Kettle Foods, Inc. (U.S.)
- Greendot Health Foods Pvt. Ltd. (India)
- Kelloggs (U.S.)
- Bopchips (U.S.)



Global Baked Chips Market

- Galbee North America (U.S.)
- General Mills (U.S.)

The demand for baked chips has pushed manufacturers to innovate and develop new product line which are better in taste and offers various health benefits.

Regional Analysis

The global baked chips market is segmented into North America, Europe, Asia Pacific, and Rest of the World (RoW). Among this North American region has major market share followed by Europe. Urbanization and rising disposable income in Asia Pacific region is driving the demand for baked chips in that particular region. Rising number of health cognizant and the growing demand for healthy beverages especially in China and India will be the crucial factor underlining the market growth.

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Study Objectives of Baked chips Market

- Deep dive study of the market segments and sub-segments
- To estimate and forecast market size by Source, Functionality, distribution channel and region
- To analyze the key driving forces influencing the market
- Region level market analysis and market projections for North America, Europe, Asia, and Rest of the World (ROW) and their countries
- Value chain analysis & supply chain analysis
- Company profiling of major players in the market
- Competitive strategy analysis, mapping of key stakeholders in the market
- Analysis of historical market trends, and technologies, and current government regulatory requirements

Intended Audience

- Baked chips manufacturers
- Retailers, wholesalers
- E-commerce companies
- Traders, Importers and exporters

Segments - Baked chips market has been segmented on the basis of source, and is segmented vegetable, fruits, cereals, grains, and others. Vegetable dominates the market, but however due to rising health awareness, cereal chips is projected to grow at a highest CAGR.

On the basis of functionality, market is segmented into Organic, Gluten Free, Low Calories, Low Sodium, and others. Low calories dominates the market, however organic will be highest growing segments due to growing awareness about various side effects caused by consuming food products loaded with chemical preservatives.

On the basis of distribution channel, market is segmented into store based and non-store based.

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The baked chips market is segmented under the following regions mentioned below:

North America

- US
- Canada
- Mexico

Europe

- Germany
- France
- Italy
- Spain
- UK
- Rest of Europe

Asia-Pacific

- China
- India
- Japan
- Thailand
- Rest of Asia Pacific
- Rest of the world
- Latin America
- Middle East
- Others

The report for Baked chips Market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different markets segments and regions

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