

Future of Potato Chips market discussed in new research report

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PUNE, MAHARASHTRA, INDIA, June 24, 2017 /EINPresswire.com/ -- [Global Potato Chips Market Information](#)- by Flavor (Barbecue, Cheddar & Sour Cream, salt & pepper, Classic Potato Chips, spicy jalapeno, cheese & onion, and Others), by Product Type (Salted, Chili, Plain, Flavored and Others) by Specialty Food type (Gluten-Free, GMO- free, Vegetarian, Kosher, Organic and Others), by Distribution Channel (Supermarket/Hypermarket, Convenience store, E-commerce and Others), and by Region Forecast to 2023

Consumers are demanding varieties in snacks, which is encouraging companies to launch new products with new flavor and packaging. Several companies have been announcing the launch of products with new tastes, flavors, and shapes to maintain their competitiveness in the market. Moreover, customers' increasing inclination towards organic foods is compelling the potato chips companies to innovate their products for customer retention. Availability of resources and large consumer base is creating huge opportunity for key players to expand their business in Asia Pacific region especially in the developing countries like China and India. Innovation in flavor and packaging form major players is attracting the consumers to buy potato chips compare to other snacks which is influencing the market growth in North America and Europe

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The Global [Potato Chips Market](#) is mainly driven by increasing consumption of savory snacks specially potato chips in Asia Pacific and North America region from last few years. Change in lifestyle and increase in disposable income has boosted the sales of potato chips in developing countries. Rising consumer awareness about health has influenced the key players to introduce new products which are healthier than usual potato chips which is influencing the growth of the market. These factors will play a key role in the growth of Potato Chips market at the CAGR of 6.3% during 2017-2023.

Globally, potato chips is the highly consumed savory snack item among all age groups. Busy lifestyle and changing food habits has boosted the sales of potato chips across the globe. Innovation in flavor and packaging is playing the key role in the increasing demand of potato chips. Advancement in production technology and improved distribution network across globe is providing lots of new opportunities for major players to expand their business in all over the world. Key players with large variety of product are getting attention from consumers as acceptance of new flavors in potato chips has increased among consumers.

Competitive analysis-

The major key players in Potato Chips market are

- PepsiCo, Inc. (U.S.)
- CALBEE, Inc. (Japan)
- Diamond Foods, Inc.(U.S.)
- Herr Foods Inc. (U.S.)
- Lorenz Bahlsen Snack-World Group (Germany)

- Intersnack Group (Germany)
- Snyder's-Lance (U.S.)

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The Global Potato Chips market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). North America region has the major market share followed by Asia Pacific. The high growth of snacks products mainly potato chips in Asia-Pacific region is mainly coming from the increasing demand from China and India, as they constitute large part of the global and regional population. The demand for small pack sizes have been increasing considerably in certain countries, such as India and Mexico, due to increasing consumption from lower income groups and demographic changes.

Study Objectives of Potato Chips Market

- To provide detailed analysis of the market structure along with forecast for the next 5 years of the various segments and sub-segments of the global potato chips market
- To provide insights about factors affecting the market growth
- To analyze the market based on various factors - price analysis, value chain, supply chain analysis, porters five force analysis etc.
- To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia-Pacific, and Middle East & Africa.
- To provide country level analysis of the market with respect to the current market size and future prospective
- To provide country level analysis of the market for segments by flavor, product type, specialty food type, distribution channel and region
- To provide overview of key players and their strategic profiling in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
- To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments globally.

Intended Audience

- Potato Chips manufacturers
- Agriculture Industry
- Food Industry
- E-commerce
- Retailers and wholesalers
- Traders, importers and exporters

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