

Potato and Tortilla Chips - US - February 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The potato and tortilla chip market continued to enjoy steady growth even as the market place grows competitive. Opportunities lie in flavor, functionality, and healthy innovations and through effective outreach to young adults, parents, and Hispanic consumers."

- Mimi Bonnett, Director - Food and Drink, Foodservice

This report looks at the following areas:

- Slowing growth in a competitive landscape
- Breaking the habit
- Despite the bad rap consumers love their chips, for now

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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