

Potato and Tortilla Chips - US - March 2020

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

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"The chip category is in the midst of a decade of steadily growing sales, which should near \$17 billion by 2024. Nevertheless, the category faces challenges: increased snacking among consumers has boosted the category, certainly, but it has also led to a rise in competitors, particularly options which promise a healthier solution."

William Roberts, Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- **Low interest in new chips**
- **Consumers, particularly parents, perceive lack of healthy chip options**
- **Premium options face a price threshold**

While consumers still seek taste, growing interest in chips that incorporate healthier ingredients and cooking methods and embrace more natural claims should be on brand radars. At the same time, those consumers are as motivated by familiar flavors as they are by the hottest flavor trends of the day.

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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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