Potato Chips Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2017 - 2022

Description: Potato chips currently represent one of the world's most popular snack foods. From its accidental birth in 1853, the potato chips market has evolved with time and currently represents a multi-billion dollar market. Owing to their easy affordability and cheaper price even for the premium products, potato chips are popular among all age groups. Currently, the growing young population (below 15 years) represents a key segment for the potato chips market. Major factors driving the global demand of potato chips are growing urbanisation, rise in disposable incomes and rapidly changing lifestyles. A busy lifestyle coupled with long working hours have forced people to shift from elaborate luncheons and meals to desk snacks and packaged foods. Other factors like value addition and growth of emerging markets are also expected to propel the demand of this market. Global potato chips market has grown at a CAGR of around 4% during 2009-2016 and reached a market value worth US$ 26 billion.

Although potato chips are consumed all over the world, their consumption and penetration levels vary widely across regions. The United States and Western Europe currently represent the biggest markets accounting for nearly two thirds of the total global demand. Growth rates in these markets, however, have reached maturity levels whereas the emerging markets such as India, China, Russia, etc. are expected to show promising growth rates in the future.

"Potato Chips Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2017-2022" provides a techno-commercial roadmap for setting up a potato chips manufacturing plant. The study, which has been done by one of the world's leading research and advisory firms, covers all the requisite aspects of the potato chips industry. This ranges from macro overview of the market to micro details of the industry performance, processing and manufacturing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the potato chips industry in any manner.

The report provides a comprehensive analysis for setting up a ceramic tiles manufacturing plant. The study covers all the requisite aspects of the ceramic tiles market and provides an in-depth analysis of the industry performance, processing and manufacturing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who are planning to foray into the ceramic tiles market in any manner.

Key Questions Answered in This Report:

How has the savoury snacks market performed so far and how will it perform in the coming years?
What are the key product types in the global savoury snacks industry?
How has the potato chips market performed so far and how will it perform in the coming years?
What are the key regional markets in the global potato chips industry?
What are the various stages in the value chain of the potato chips industry?
What are the key driving factors and challenges in the potato chips industry?
What is the structure of the potato chips industry and who are the key players?
What is the degree of competition in the potato chips industry?
What are the profit margins in the potato chips industry?
What are the key requirements for setting up potato chips manufacturing plant?
How are potato chips manufactured?
What are the various unit operations involved in potato chips plant?
What is the total size of land required for setting up potato chips plant?
What are the machinery requirements for setting up potato chips plant?
What are the raw material requirements for setting up potato chips plant?
What are the packaging requirements for potato chips?
What are the transportation requirements for potato chips?
What are the utility requirements for setting up potato chips plant?
What are the manpower requirements for setting up potato chips plant?
What are the infrastructure costs for setting up potato chips plant?
What are the capital costs for setting up potato chips plant?
What are the operating costs for setting up potato chips plant?
What will be the income and expenditures for potato chips plant?
What is the time required to break-even?

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