

Research Report: Potato Chips Market in India

The potato chips category in India is a major part of the snacks market, featuring products like chips, nachos, and other deep-fried potato snacks. It includes a mix of traditional and modern items, with many local and national brands vying for consumer attention.

Objectives:

1. Market Outlook, Growth, and Trends:

- Assess current and future market outlook for potato chips in India, identifying key growth drivers and macroeconomic trends.

2. Digital Search Trends:

- Analyze digital search trends for consumer interest in potato chips in India, identifying popular keywords and search patterns.

3. Existing Players & Market Share:

- Identify major brands and companies in the Indian potato chips market, analyzing their market share and competitive positioning.

4. Product Attributes:

- Examine and compare product attributes like prices, sizes, and flavors across different potato chips brands in India.

5. Customer Segments:

- Profile major customer segments in the Indian potato chips market, understanding their demographic and psychographic characteristics.

6. Consumer Insights:

- Assess consumer preferences, perceptions, and factors influencing purchase decisions in the Indian potato chips market.

Target Group:

- Focus on all consumers in India, emphasizing diverse demographic and psychographic segments.

Findings

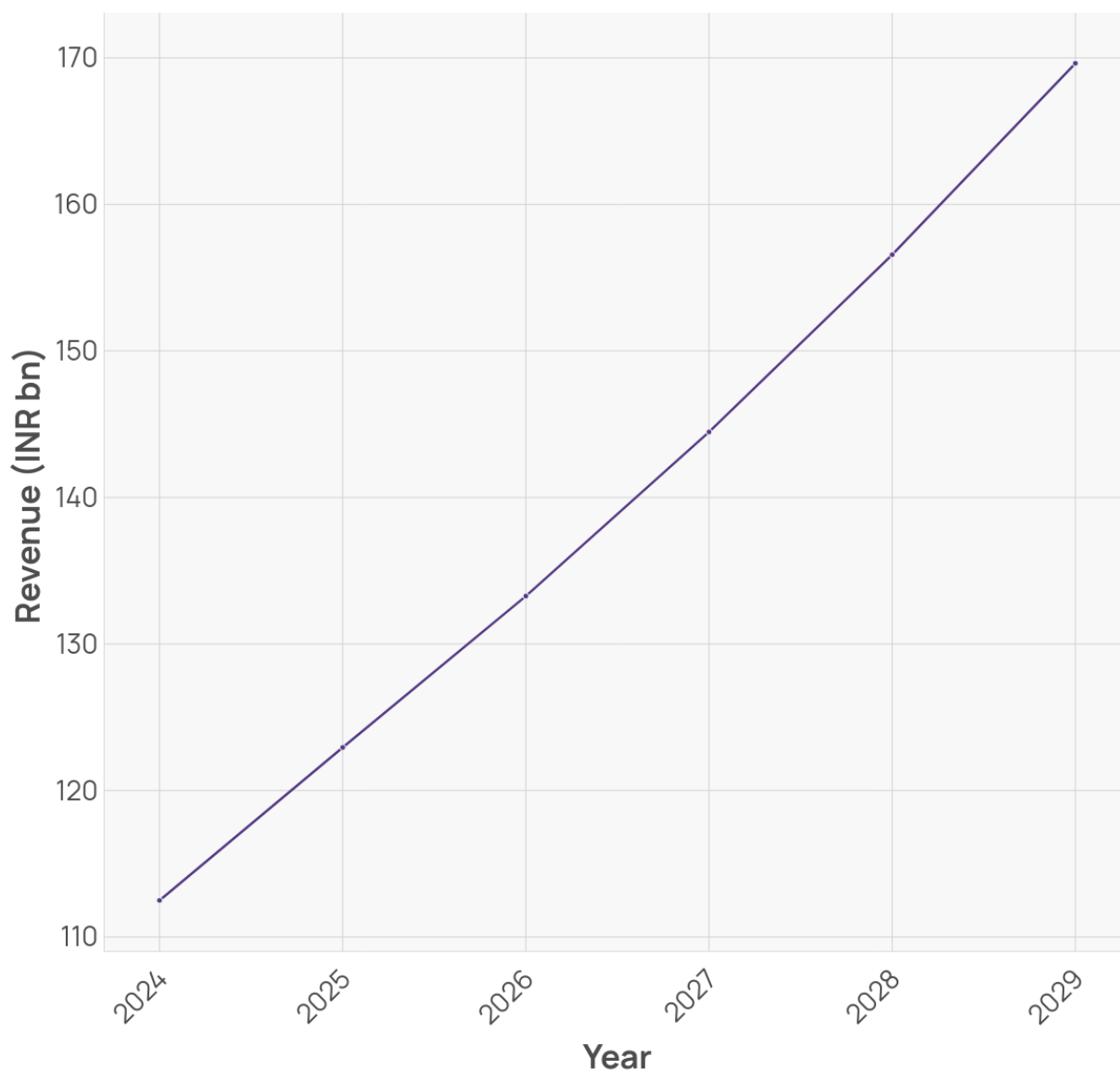
1. Market Outlook, Growth, and Trends

1.1 Current Market Size

The current market size of the potato chips category in India is as follows:

- Revenue in the Potato Chips market amounts to USD 1.35 billion in 2024.
- The market is expected to grow annually by 8.39% CAGR from 2024 to 2029.
- In global comparison, most revenue is generated in the United States (USD 10,150 million in 2024).
- In relation to total population figures, per person revenues of USD 0.94 are generated in 2024.
- The market volume is expected to amount to 321.40 million kg by 2029.
- The average volume per person in the Potato Chips market is expected to amount to 0.2 kg in 2024. [1]

PROJECTED REVENUE GROWTH (2024-2029)



Projected revenue growth for the potato chips market in India from 2024 to 2029 [2]

1.2 Projected Growth Rates

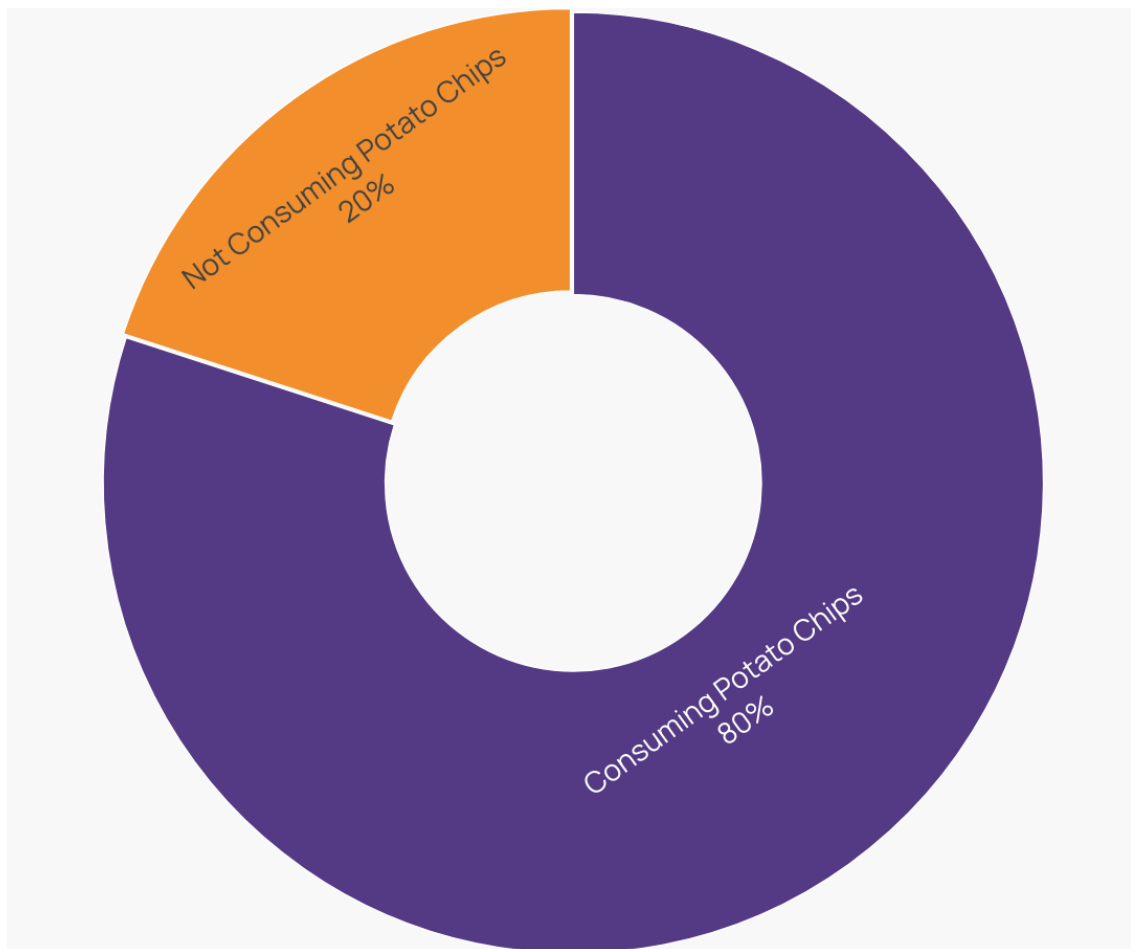
The Indian potato chips market is expected to experience robust growth over the next five years, driven by a combination of factors, including a rising disposable income, increasing urbanization, and a growing preference for convenient and tasty snack options.

- The projected annual growth rate of the Indian snack food market is 12%, which indicates a significant potential for expansion in the potato chips category. This growth is fueled by the increasing disposable income of the Indian population, projected to grow at a rate of 7% annually.
- Moreover, the high consumption of potato chips among the Indian population, estimated at 80%, suggests a significant base for further market penetration.

The average spending on snacks per capita in India is 15%, indicating a considerable appetite for snacks, which further strengthens the outlook for the potato chips market.

- Based on these factors, we project an average annual growth rate of 10% for the Indian potato chips market over the next five years. This growth will be driven by the expanding snack food market, rising disposable incomes, and the increasing consumption of potato chips among Indians. The market is expected to witness both existing players expanding their reach and new entrants capitalizing on the growing demand. [3]

PERCENTAGE OF INDIAN POPULATION CONSUMING POTATO CHIPS



■ Consuming Potato Chips ■ Not Consuming Potato Chips

Percentage of Indian population consuming potato chips [3]

1.3 Macroeconomic Factors Influencing Market

The macroeconomic factors influencing the potato chips market in India include:

- **Increase in Personal Disposable Income:** Higher disposable income allows consumers to spend more on snacks, including potato chips.
- **Westernization of Food Consumption Patterns:** The adoption of Western eating habits has led to increased demand for potato chips as a convenient snack option.
- **Economic Growth:** General economic growth in India contributes to higher consumer spending power and increased demand for snack foods.
- **Urbanization:** Rapid urbanization leads to lifestyle changes, including a preference for convenient and ready-to-eat snacks like potato chips.
- **Growth of Organized Retail:** The expansion of organized retail stores makes potato chips more accessible to a larger population, boosting sales.
- **Health Awareness:** Increasing health consciousness among consumers may negatively impact the market as traditional potato chips are high in carbs and fats. However, the introduction of healthier variants aims to mitigate this effect.
- **Price Volatility of Raw Materials:** Fluctuations in the prices of potatoes, oils, and salts can affect production costs and market prices. [4]

2. Digital Search Trends

Popular Keywords and Consumer Search Patterns

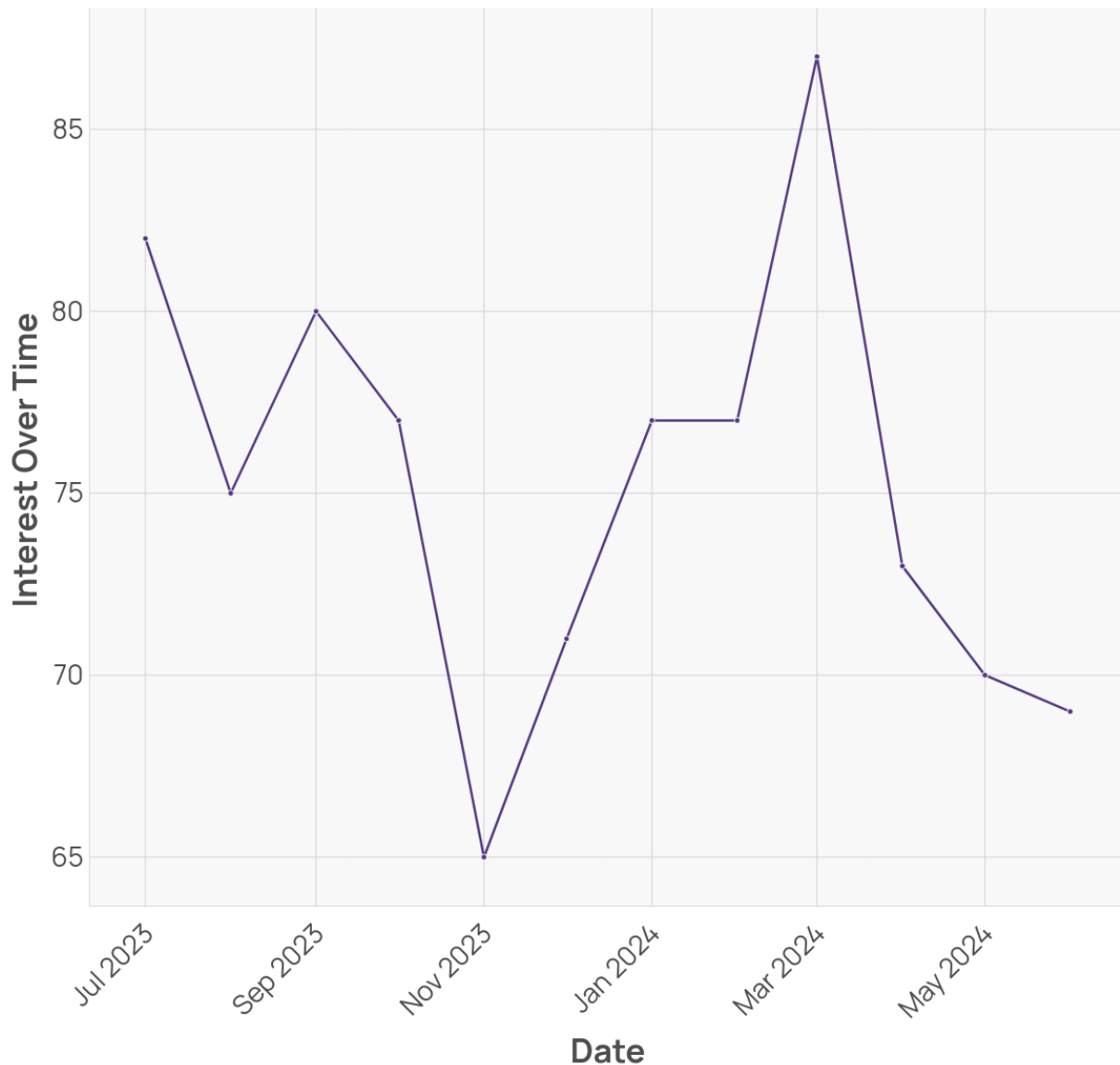
- Potato Chips
- Best Potato Chips in India
- Buy Potato Chips Online
- Homemade Potato Chips Recipe
- Potato Chips Brands
- Potato Chips Price
- Calories in Potato Chips
- Potato Chips Online
- Potato Chips Near Me
- Healthy Potato Chips
- Spicy Potato Chips
- Potato Chips Offers
- Potato Chips Varieties
- Potato Chips Ingredients

- Potato Chips Flavors
- Crispy Potato Chips
- Potato Chips Manufacturers
- Wholesale Potato Chips
- Potato Chips Packaging
- Potato Chips Distributors [5]

Here is a detailed analysis of the data:

- The highest interest over time was recorded in March 2024, with a value of 87.
- The lowest interest over time was recorded in November 2023, with a value of 65.
- There is a noticeable dip in interest from July 2023 (82) to November 2023 (65), followed by a gradual increase until March 2024 (87).
- After reaching the peak in March 2024, the interest declines again, reaching 69 by June 2024.
- The data suggests that there are fluctuations in the interest over time for 'potato chips,' with significant peaks and troughs within the given period. [6]

INTEREST OVER TIME FOR 'POTATO CHIPS' IN DIGITAL SEARCHES IN INDIA



Interest over time for 'potato chips' and subsequent keywords in digital searches from July 2023 to June 2024 [6]

3. Existing Players & Market Share

3.1 Major Brands and Companies

1. PepsiCo India

Brands: Lays, Uncle Chipps

- **Overview:** PepsiCo India, a subsidiary of the American multinational food and beverage corporation PepsiCo, is one of the leading players in the Indian snacks market. Lays and Uncle Chipps are two of their most popular potato chips

brands. PepsiCo India focuses on providing a wide range of flavors tailored to Indian tastes.

2. ITC Limited

Brands: Bingo!

- **Overview:** ITC Limited is an Indian conglomerate with a diverse range of businesses, including FMCG, hotels, paperboards, packaging, agri-business, and information technology. Bingo! is their flagship snack brand, known for its innovative and quirky flavors.

3. Balaji Wafers

Brands: Balaji Wafers

- **Overview:** Balaji Wafers is an Indian company based in Gujarat. It is one of the largest snack food manufacturers in India, known for its extensive range of potato chips and other snacks. Balaji Wafers has a strong presence in the western and northern regions of India.

4. Parle Products

Brands: Parle's Wafers

- **Overview:** Parle Products is an Indian food company known for its biscuits, snacks, and confectionery. Parle's Wafers is their line of potato chips, which offers a variety of flavors and is popular among Indian consumers.

5. Haldiram's

Brands: Haldiram's Chips

- **Overview:** Haldiram's is a major Indian sweets and snacks manufacturer, originally from Bikaner, Rajasthan. It is known for its wide range of traditional Indian snacks as well as potato chips, which cater to diverse tastes across India.

6. Prataap Snacks

Brands: Yellow Diamond

- **Overview:** Prataap Snacks, based in Indore, India, is one of the leading snack food companies in the country. Their brand Yellow Diamond offers a variety of snacks, including potato chips, with a focus on quality and taste.

7. Parle Agro

Brands: Hippo

- **Overview:** Parle Agro is an Indian private limited company that is part of the Parle conglomerate. Known for its beverages and snacks, Parle Agro's Hippo brand offers a range of potato chips and other snacks with unique flavors.

8. Kurkure

Brands: Kurkure (Potato Chips)

- **Overview:** Kurkure, a brand by PepsiCo, primarily known for its puffed corn snacks, has also ventured into potato chips. It caters to the Indian palate with its distinct spicy flavors.

9. DFM Foods

Brands: Crax

- **Overview:** DFM Foods is an Indian company known for its range of packaged snacks under the Crax brand. Crax offers a variety of snack items, including potato chips, that are popular among children and adults alike.

10. Kellogg's

Brands: Pringles

- **Overview:** Pringles is an American brand of potato and wheat-based stackable snack chips, owned by Kellogg's. It has a significant market presence in India and is known for its unique packaging and a wide range of flavors.

11. A-1 Chips

Brands: A-1 Chips

- **Overview:** A-1 Chips is an Indian brand based in Tamil Nadu, known for its wide range of snacks, including potato chips. It has a strong presence in the southern states of India, offering traditional and modern snack varieties.

12. Maiyas Beverages and Foods

Brands: Maiyas Chips

- **Overview:** Maiyas Beverages and Foods, founded by Dr. P. Sadananda Maiya, is an Indian company based in Bangalore. Known for its quality food products, Maiyas offers a range of potato chips and other snacks.

13. Reliance Retail

Brands: Snac Tac

- **Overview:** Reliance Retail, a subsidiary of Reliance Industries, is an Indian retail company. Under its private label brand Snac Tac, it offers a range of snacks, including potato chips, focusing on affordability and quality.

14. Future Consumer Limited (FCL)

Brands: Tasty Treat

- **Overview:** Future Consumer Limited is part of Future Group, an Indian conglomerate. Tasty Treat is its private label brand offering a variety of snacks, including potato chips, widely available across Future Group's retail stores.

15. Surya Food & Agro Ltd

Brands: Priyagold

- **Overview:** Surya Food & Agro Ltd, known for its Priyagold brand, offers a range of food products, including biscuits, chocolates, and snacks. Priyagold also has a line of potato chips catering to Indian tastes.

16. Garden Namkeens

Brands: Garden Chips

- **Overview:** Garden Namkeens is an Indian brand that offers a variety of traditional Indian snacks and potato chips. It is known for its quality products and has a strong presence in the Indian market.

17. Himalaya Food International Ltd

Brands: Himalaya Chips

- **Overview:** Himalaya Food International Ltd, based in Himachal Pradesh, India, is known for its frozen and processed food products. Himalaya Chips are part of their snack range, focusing on natural ingredients and quality.

18. Bikaji Foods International Ltd

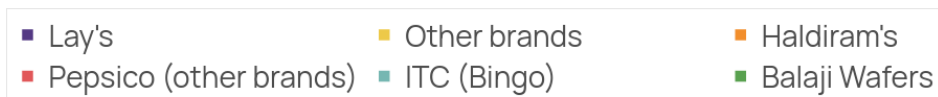
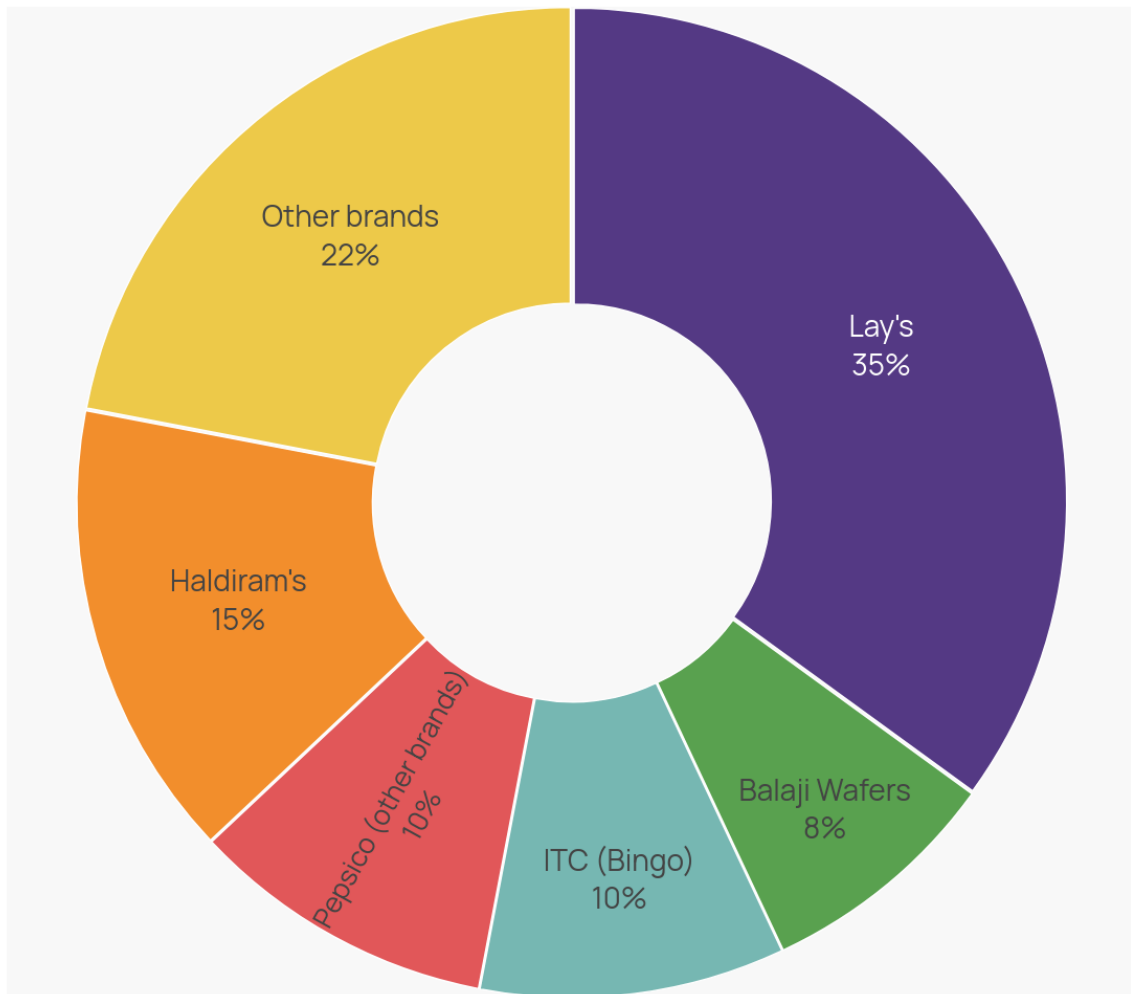
Brands: Bikaji Chips

- **Overview:** Bikaji Foods International Ltd, based in Rajasthan, India, is known for its traditional Indian snacks and sweets. Bikaji Chips are part of their snack range, offering a blend of traditional and modern flavors. [7]

3.2 Market Share Analysis

- Lay's, a brand owned by PepsiCo, holds the largest share, estimated at 35%.
- Haldiram's commands a 15% market share, showcasing a strong presence in the traditional snacks category.
- PepsiCo's other brands, including Kurkure and Ruffles, together contribute an additional 10% to the overall market.
- ITC's Bingo captures 10% of the market, demonstrating a successful entry into the segment.
- Balaji Wafers, a well-known regional player, holds 8% of the market, indicating strong local appeal.
- The remaining 22% is shared by smaller brands and regional players. This fragmented landscape provides opportunities for new entrants to establish themselves.[8]

MARKET SHARE DISTRIBUTION OF SNACK BRANDS



Market share distribution among snack brands[8]

4 Product Attributes

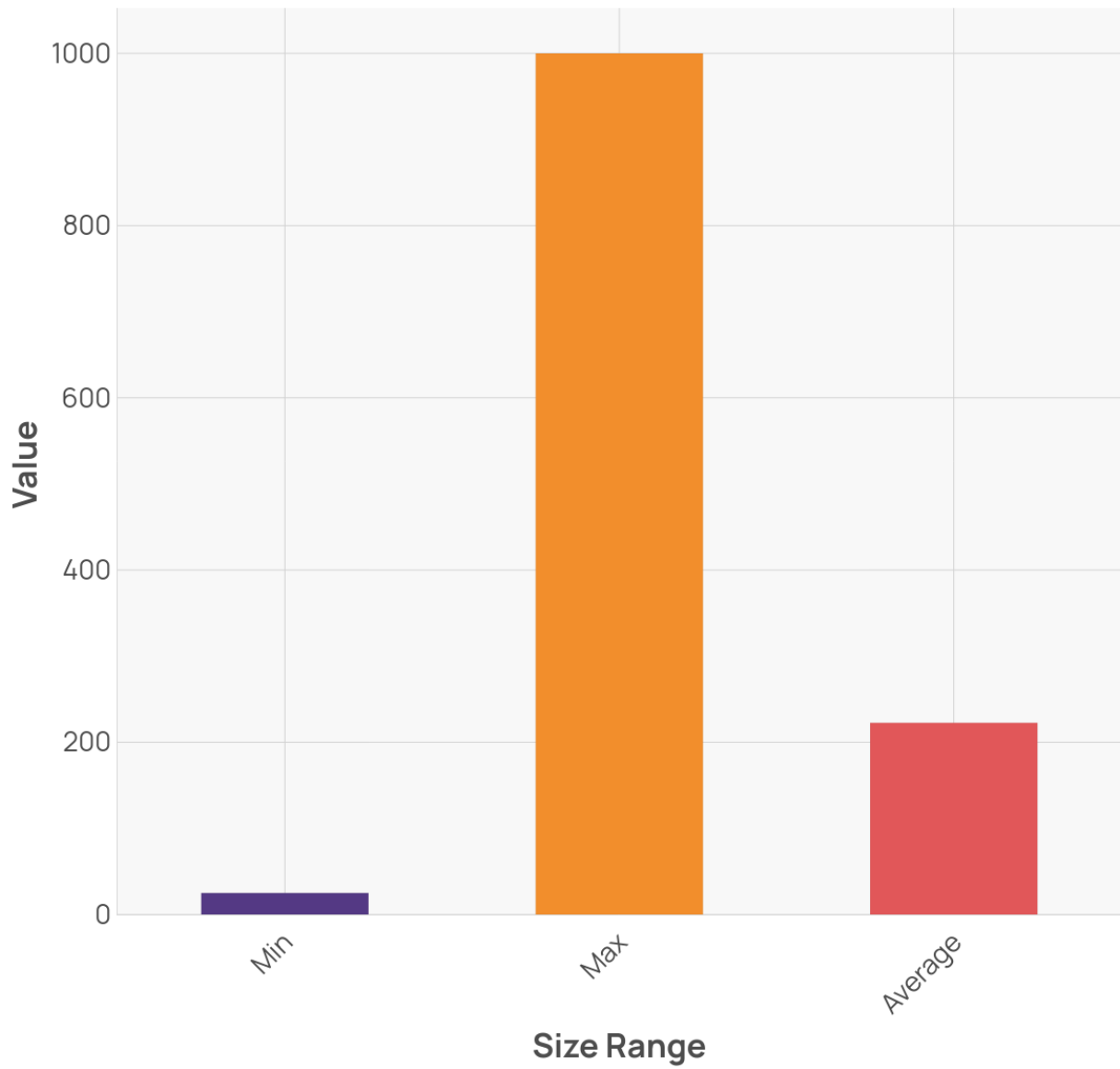
Price, Size, Flavors Comparison

- **Price ranges:** INR ₹10 - ₹699, average price INR ₹153.50
- **Size packages:** Varies from a minimum of 25 grams to a maximum of 1000 grams, with an average size of approximately 222.50 grams
- **Most common flavors:**
 - Salted (12.5%)
 - Chili (12.5%)
 - Cream Onion (10%)
 - Other flavors include Masala, Cheese, Tomato, Bhel, Peri Peri, Lime Chilli, Lemon Pepper, Salted Spicy.

- **Most prevalent brands:**

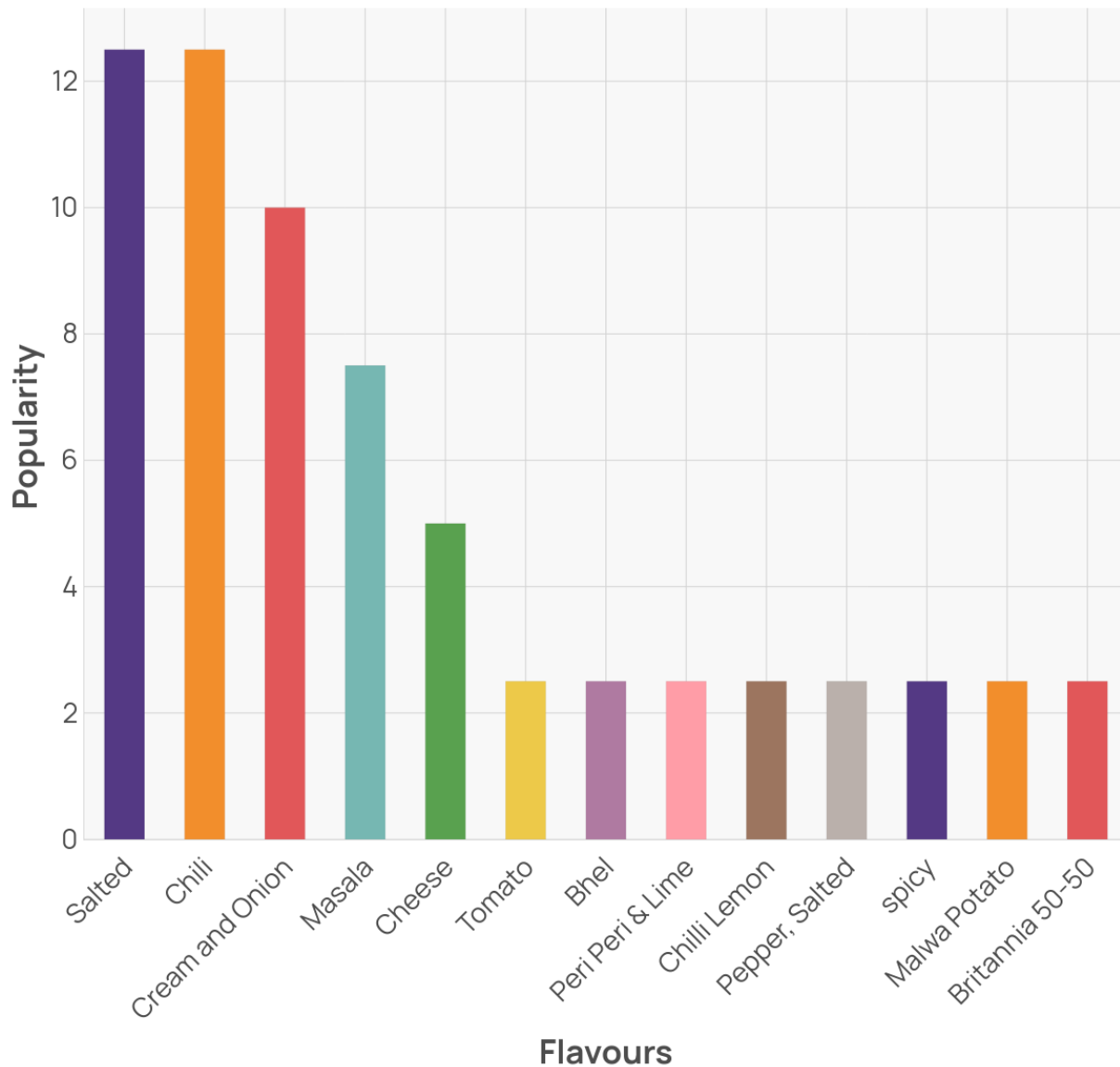
- Lay's (20%)
- Pringles (15%)
- Bingo! (15%)
- Other brands include:
 - Motas,
 - Kellogg's,
 - BrB,
 - Beyond Snack,
 - Anuvan,
 - Uncle Chips,
 - Fabeato,
 - Yati's,
 - Bakeman's,
 - Too Yumm!,
 - Hyfun,
 - Parle,
 - The Theatre Project,
 - Chheda's,
 - Britannia 50-50,
 - Sunfeast All Rounder,
 - The Paratha Ready Bites,
 - ARL International; [9]

SIZE RANGE OF PRODUCTS



Size range distribution among products [9]

POPULARITY OF FLAVOURS



Popularity distribution among flavours [9]

5 Customer Segments

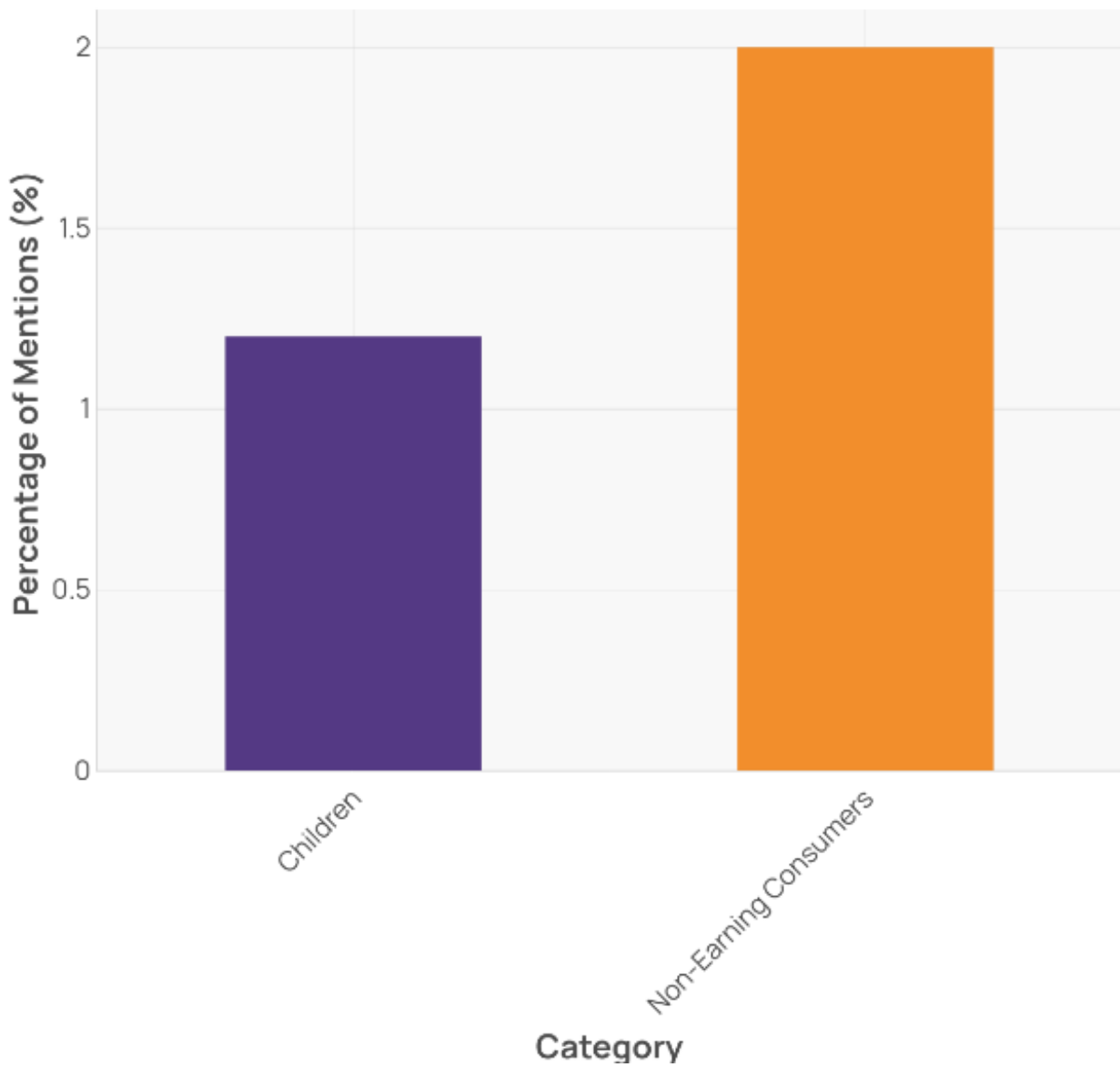
5.1 Demographic Segments

- **Age groups:**
 - 25-34 (22%)
 - 35-44 (20%)
- **Gender:**
 - Males (36%)
 - Females (16%)
 - Unspecified (48%)
- **Income bands:**
 - Middle-income (38%)

- Upper-income (4%)
- Lower-income (2%)
- **Key interests:**
 - Food & Beverages (30%)
 - Technology (20%)
 - Snacks (20%)
- **Psychographic traits:**
 - Quality-conscious (30%)
 - Value-seeking (20%) [10]
- **Children and Non Earning Consumers:**
 - Children are mentioned in 1.2% of the reviews, with a sentiment score of 66.67% positive and 33.33% negative.
 - Non-earning consumers are mentioned in 2.0% of the reviews, with a sentiment score of 60.0% positive and 40.0% negative.

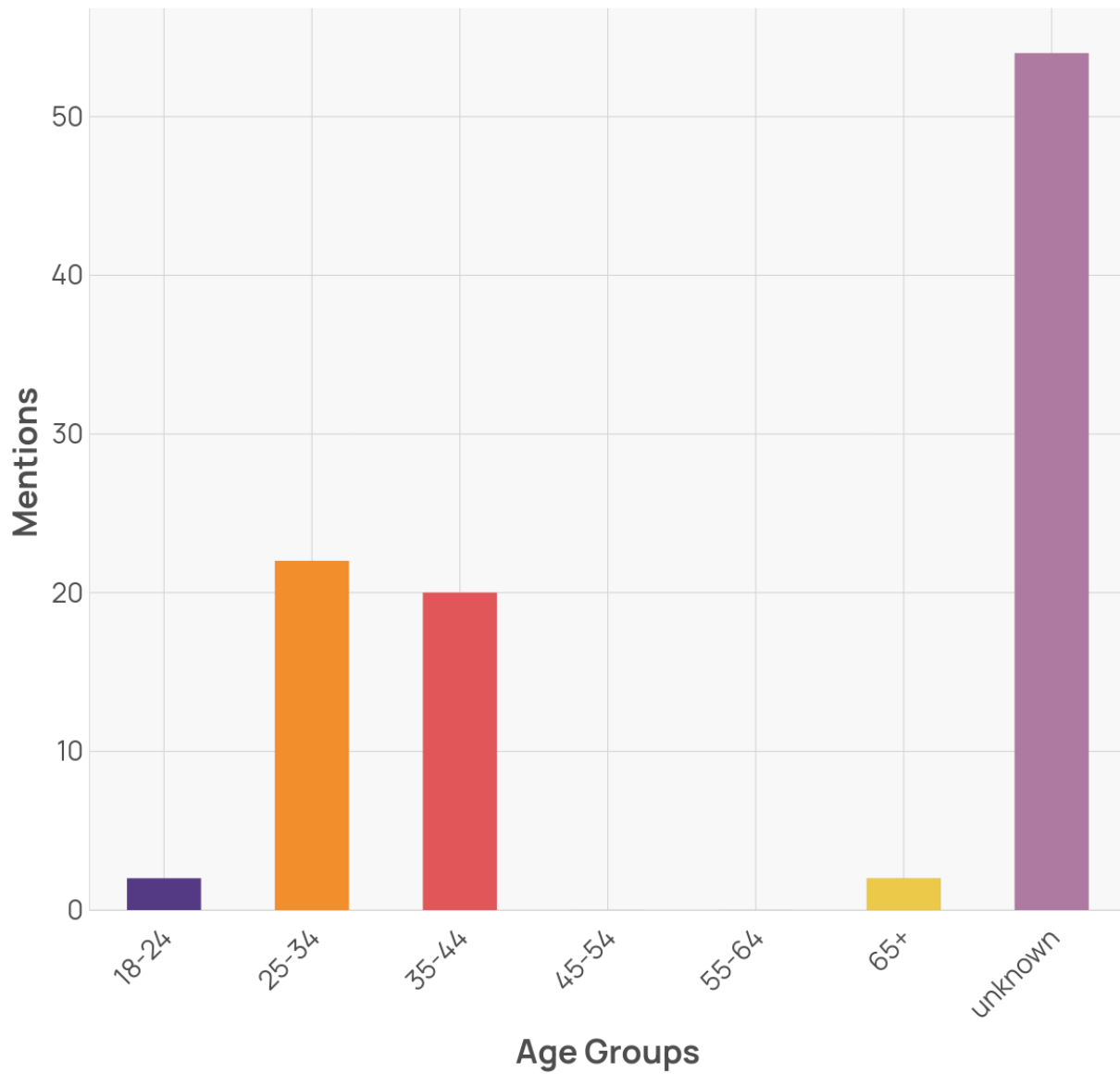
The data suggests that both children and non-earning consumers have a relatively small but notable presence in the reviews, with generally positive sentiments towards the products [2].

PERCENTAGE OF MENTIONS



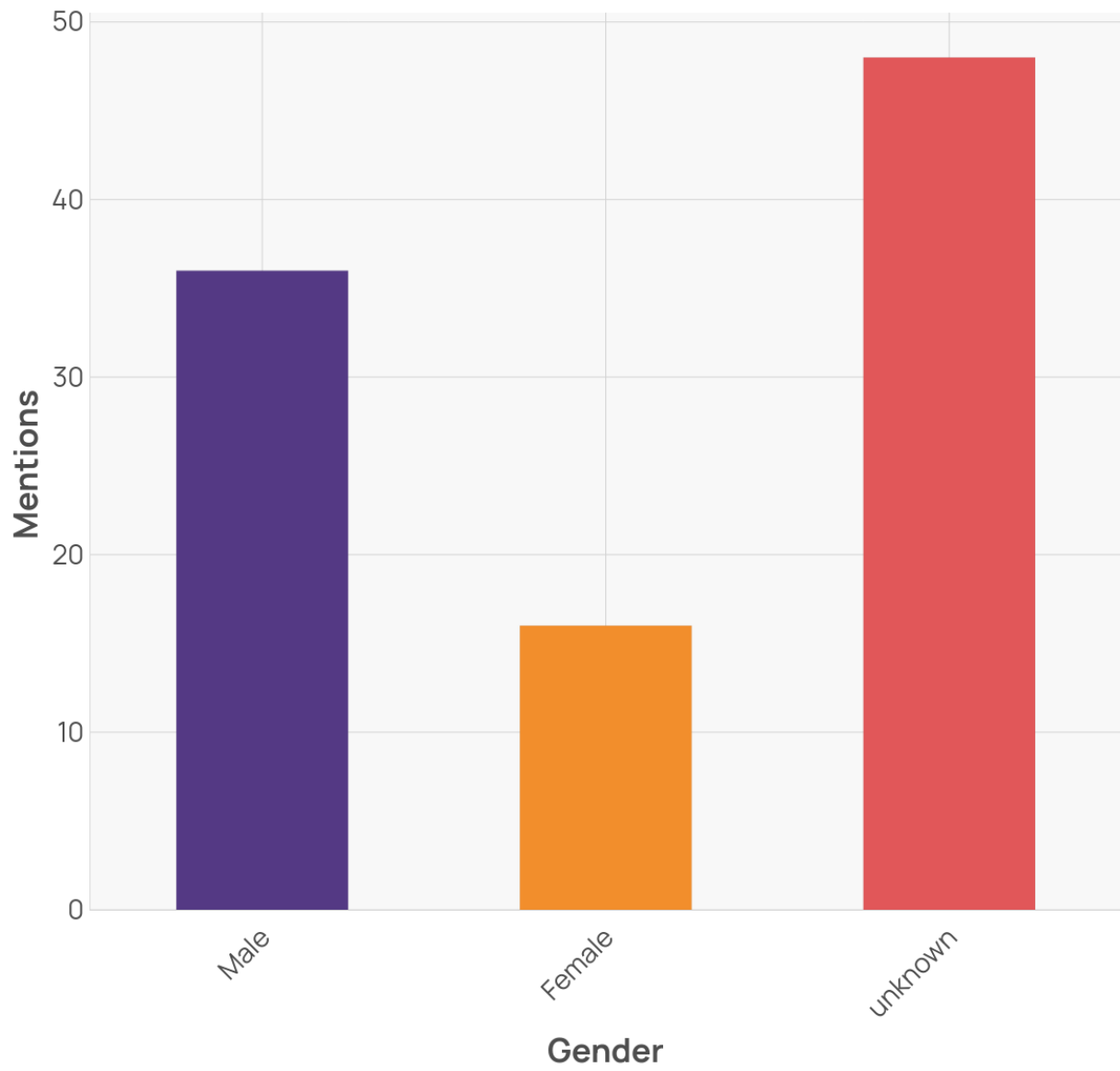
Percentage of mentions of children and non-earning consumers in Marketplace reviews [2]

MENTIONS BY AGE GROUP



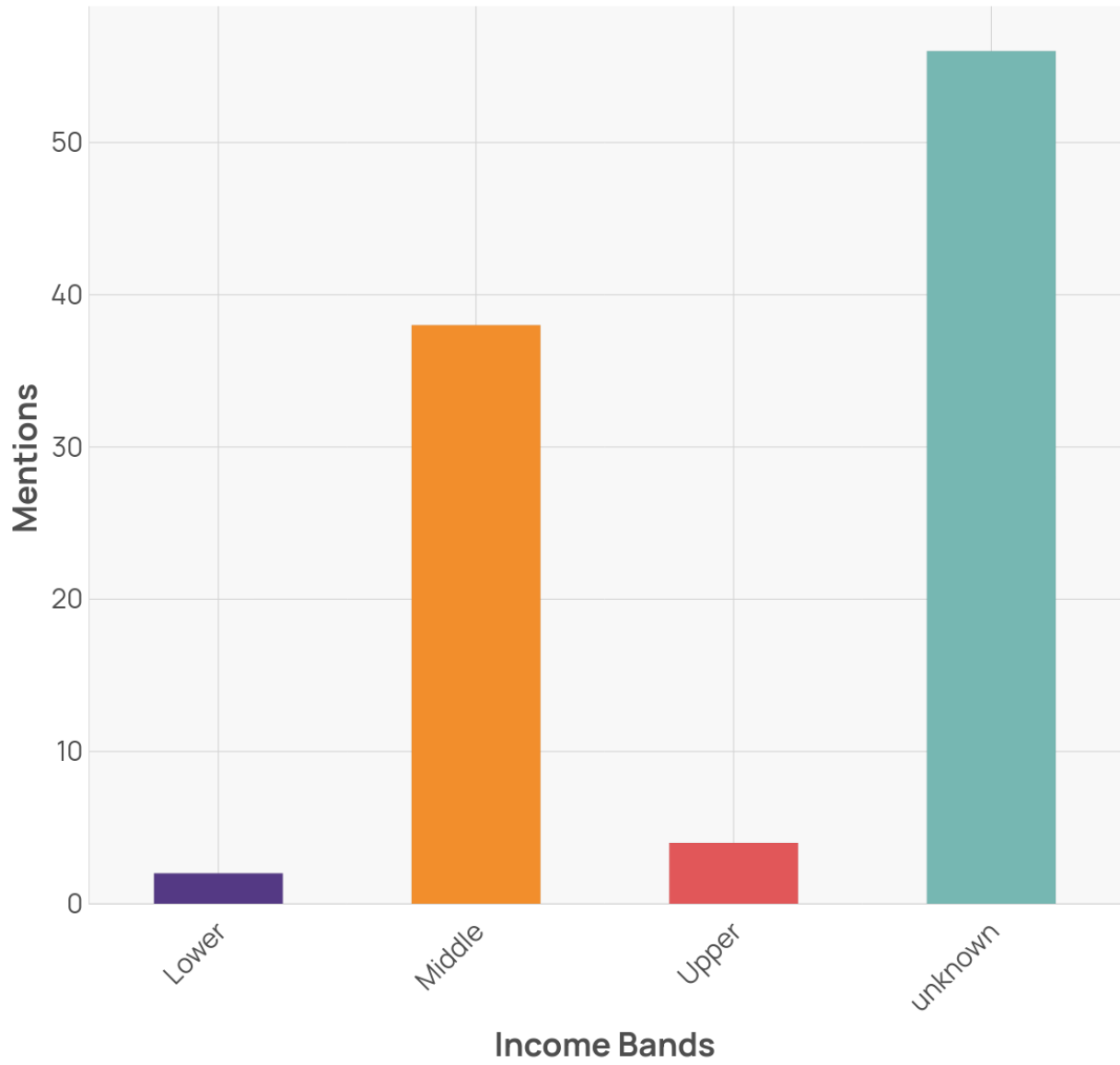
Mentions distribution by age group [10]

MENTIONS BY GENDER



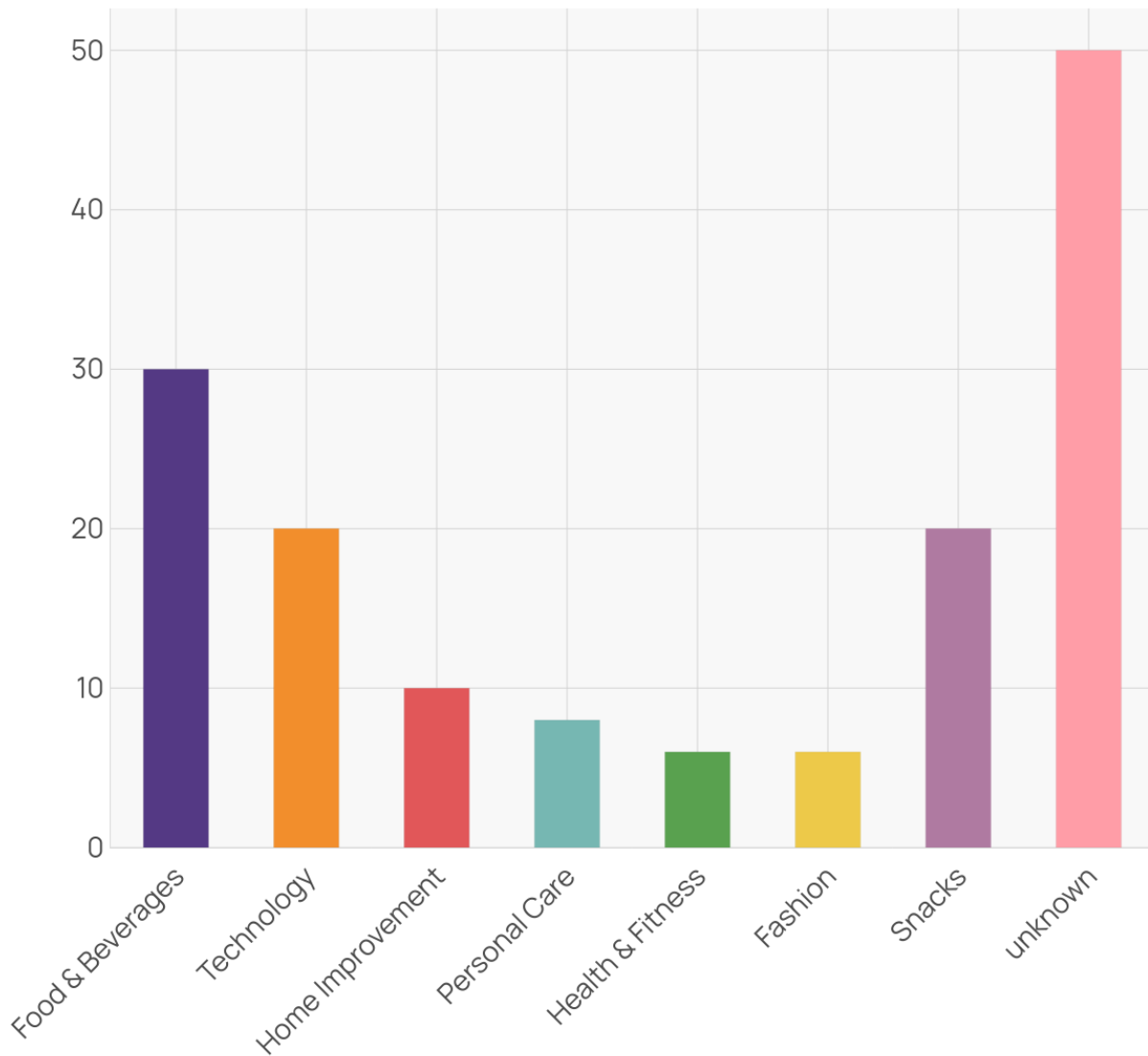
Mentions distribution by gender [10]

MENTIONS BY INCOME BAND



Mentions distribution by income band [10]

MENTIONS BY INTERESTS



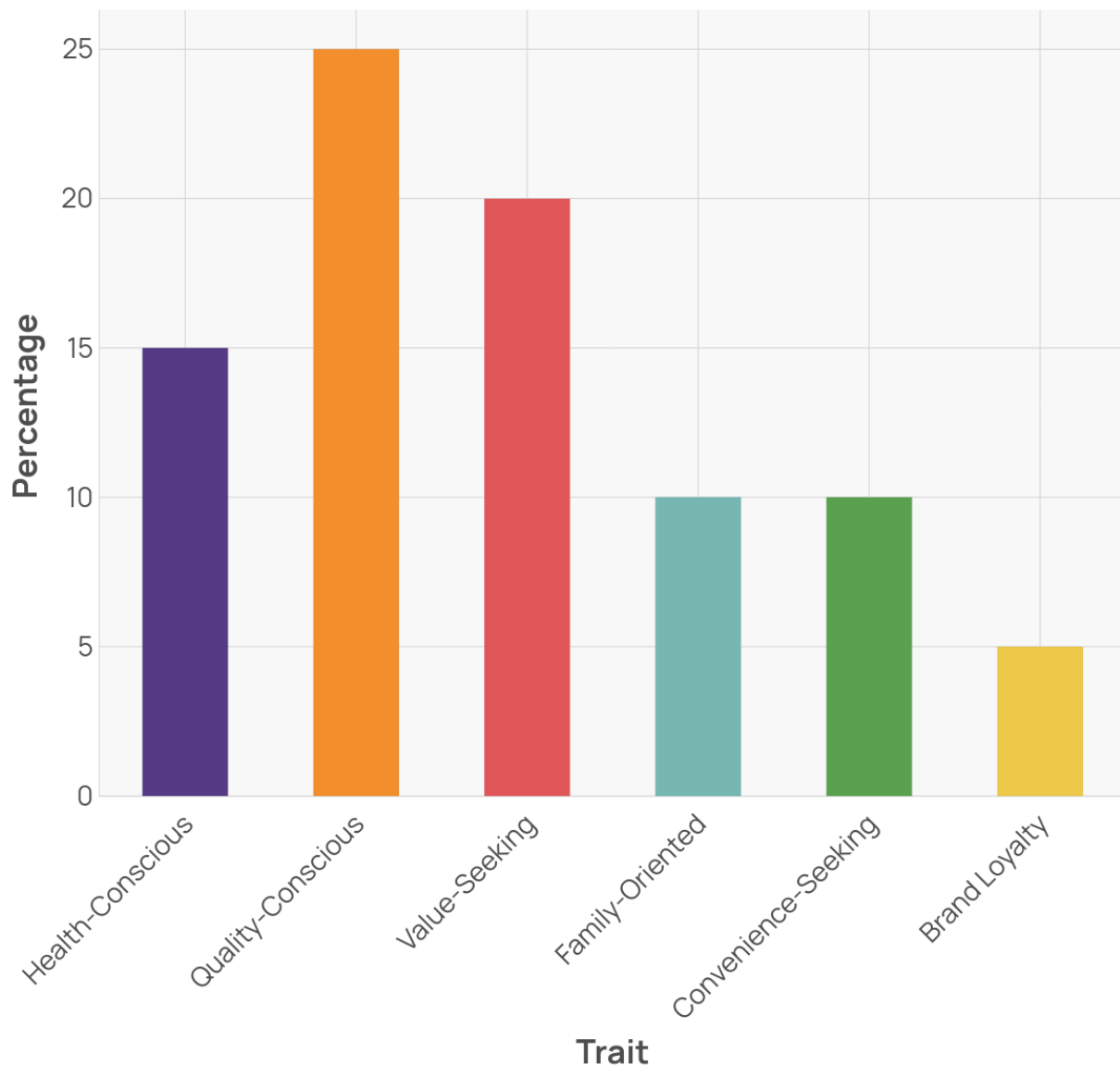
Mentions distribution by interests [10]

5.2 Psychographic Characteristics

- **Health-Conscious:** Approximately 15% of reviews mention health-conscious attributes, indicating a significant portion of consumers are concerned about the health implications of snacks.
- **Quality-Conscious:** Around 25% of reviews highlight quality-conscious attributes, showing that a quarter of consumers prioritize the quality of the product.
- **Value-Seeking:** About 20% of reviews mention value-seeking behavior, suggesting consumers are looking for good value for money.

- **Family-Oriented:** Approximately 10% of reviews indicate family-oriented characteristics, implying snacks are often purchased for family consumption.
- **Convenience-Seeking:** Another 10% of reviews mention convenience-seeking attributes, showing that ease of access and consumption are important to consumers.
- **Brand Loyalty:** Around 5% of reviews mention brand loyalty, indicating a smaller but notable segment sticks to specific brands. [11]

PSYCHOGRAPHICS OF CONSUMERS



Comparison mentions across categories [11]

6. Consumer Insights

Preferences, Perceptions and Purchase Decision Factors

- **Flavor Preferences:**

- Consumers enjoy a variety of flavors including spicy, tangy, and cheesy. Popular flavors mentioned include American Cream & Onion, Peri Peri, and New York Pizza.
- Some consumers prefer traditional Indian flavors like Achari Masala and Bhel Puri.
- There is a demand for unique and innovative flavors that stand out from regular options.

- **Texture and Quality:**

- Crispiness and crunchiness are highly valued. Consumers appreciate chips that maintain their texture without being overly greasy.
- There is a preference for chips that are not too thick or too thin, providing a satisfying bite.

- **Health Considerations:**

- Many consumers are health-conscious and prefer chips that are baked or popped rather than fried. They look for options with less oil and healthier ingredients.
- There is a concern about the use of palm oil in some products, with a preference for healthier oils like coconut oil.

- **Packaging and Freshness:**

- Proper packaging to prevent chips from breaking during transport is important. Consumers have expressed dissatisfaction with receiving crushed chips.
- Freshness is crucial; stale or old stock is not well-received.

- **Value for Money:**

- Price sensitivity is evident, with many consumers feeling that some premium brands are overpriced for the quantity provided.
- Consumers appreciate value packs or larger quantities at reasonable prices.

- **Brand Loyalty and Comparison:**

- Some consumers show loyalty to well-known brands like Lay's and Pringles but are open to trying new brands if they offer better quality or unique flavors.
- Comparisons are often made between different brands based on taste, texture, and price.

- **Convenience:**

- The availability of smaller, single-serving packs is appreciated for on-the-go snacking. This trend is particularly noticeable among urban consumers who seek quick and easy snack options during their busy schedules. Brands like Lay's and Bingo have capitalized on this by offering a variety of pack sizes to cater to different needs.

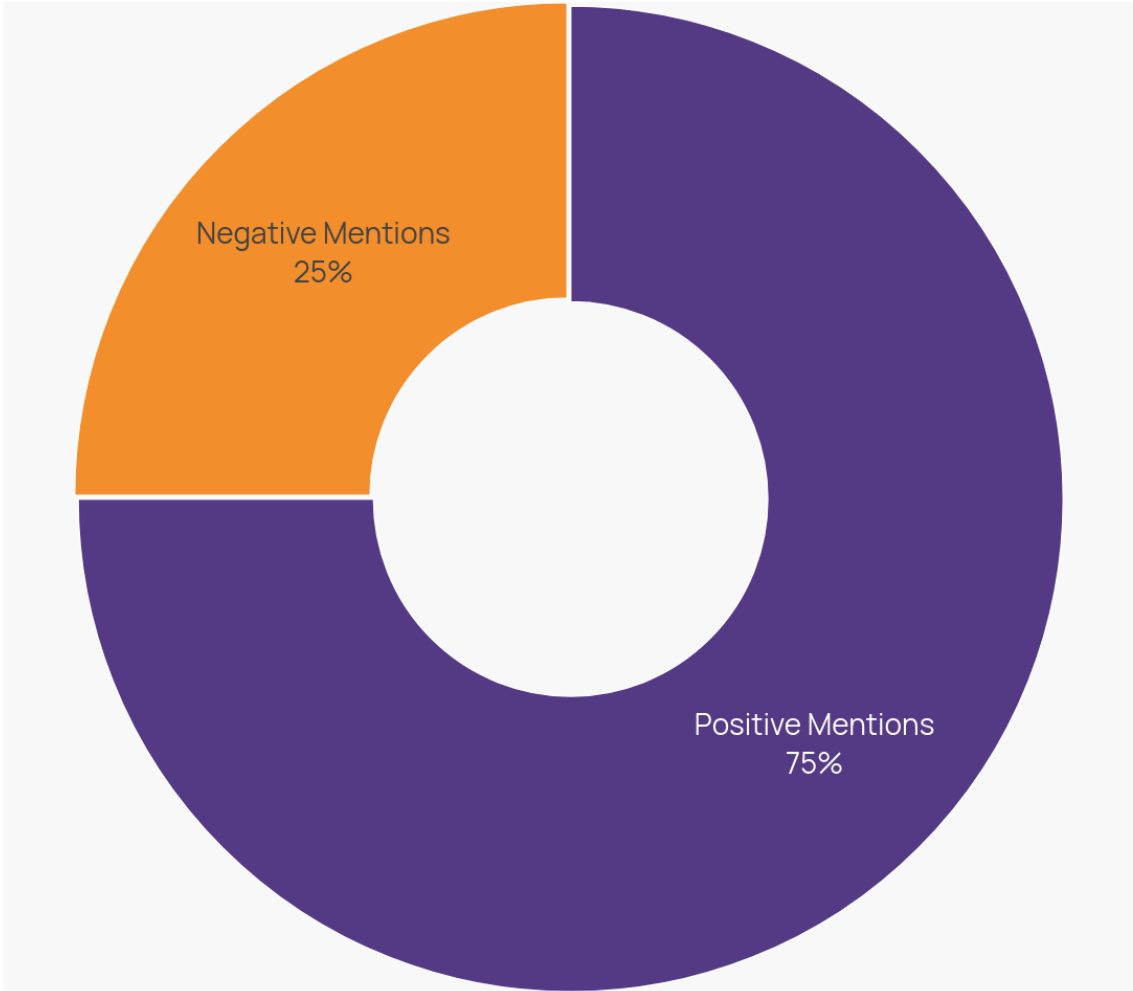
- **Innovative Flavors:**

- Unique and new flavors attract consumers who enjoy trying different tastes. The Indian market has seen a surge in innovative flavors such as "Masala Magic," "Pudina Twist," and "Chilli Chatka," which cater to the adventurous palate of Indian consumers. These flavors often blend traditional Indian spices with the classic potato chip, creating a fusion that appeals to a wide audience.

- **Cultural Preferences:**

- Regional flavors and traditional tastes also play a role in consumer preferences. For instance, flavors like "Sour Cream and Onion" might be popular globally, but in India, flavors such as "Tandoori," "Chatpata," and "South Indian Spices" resonate more with local tastes. Brands have been quick to adapt to these preferences, offering region-specific flavors to cater to local tastes and cultural preferences. [12]

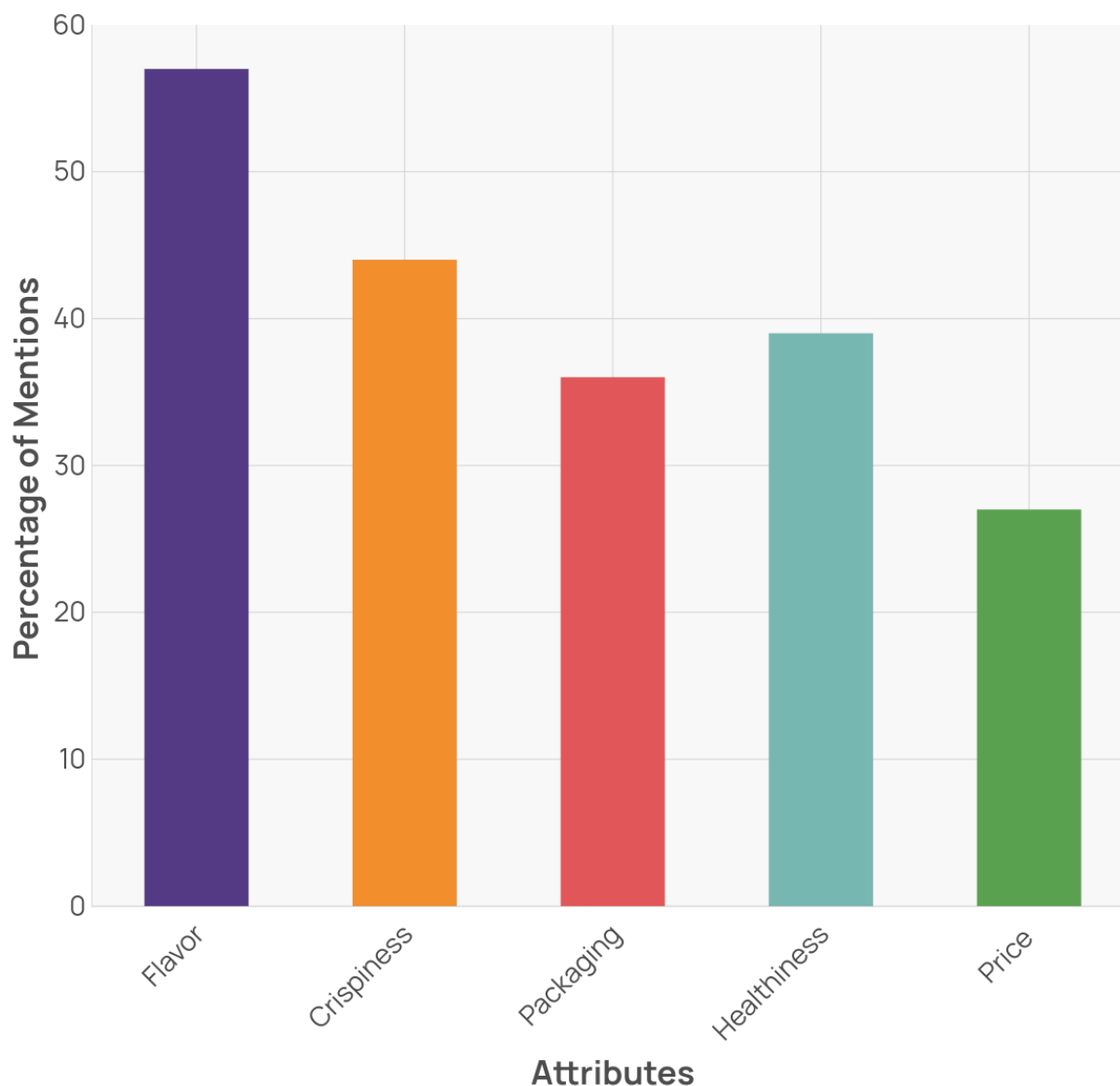
SENTIMENT ANALYSIS



■ Positive Mentions ■ Negative Mentions

Sentiment analysis reviews [12]

MENTIONS OF DIFFERENT ATTRIBUTES



Mentions of different attributes [12]

Sources & Sample Sizes

[1] Market Research Report on Indian Potato Chips Market; Stellar Market Research Report Potato Chips;

[2] Consumer Surveys and Market Analysis Reports;

[3] Industry Reports Market Research Studies;

[4] Statista Report on Potato Chips Market Share India;

[5] SEMrush; Ahrefs; Moz Keyword Explorer; Ubersuggest;

[6] Google Trends;

[7] Nielsen India Euromonitor International industry reports ;

[8] Statista Market Insights; IMARC Report;

[9] Marketplace Metadata, Sample Size - 314 Products;

[10] Marketplace Reviews - Sample Size : 11,101;

[11] Marketplace Reviews - Sample Size: 4917;

[12] Nielsen Consumer Health Reports; Kantar; Mintel Reports; Marketplace Reviews - Sample Size: 547;