

Price Trends: Branded vs. Private Label

Wiser analyzed prices in the **SALTY SNACKS category** on February 3, 2024, comparing branded** and private-label* products.


Original and Classic 226-255 Gram Full-Price Potato Chips

Walmart (Private Label)	\$1.98
Kroger (Private Label)	\$1.99
Target (Private Label)	\$2.00
Wegman's (Private Label)	\$2.49
HEB (Private Label)	\$2.60
Giant Eagle (Private Label)	\$2.99
Kitchen Cooked	\$3.28
Lay's	\$3.50
Taki's	\$3.78
Cape Cod	\$3.94
Fresh Direct (Private Label)	\$3.99
Hartley's	\$4.28
Ruffles	\$4.48
Utz	\$7.94
Herrs	\$9.36

Organic 226-227 Gram Tortilla Chips

Walmart (Private Label)	\$2.68
Wegman's (Private Label)	\$2.99
On the Border	\$3.88
Tostito's	\$3.98
Target (Private Label)	\$4.00
Beanitos	\$4.28
Doritos	\$4.48

*Private-label products from other retailers are included for reference only and are not sold by the referenced retailer.

**All branded product prices collected from: 

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