



Total Potato Sales

Calendar Year 2019

(January-December 2019)

Recap:

- ❖ Total dollar and volume sales increased by 2.2% and 0.4% compared to 2018.
- ❖ Potato chips, frozen potatoes, refrigerated potatoes, and dehydrated potatoes increased in sales volume.
- ❖ Refrigerated potatoes saw a 7.0% lift in dollar sales and a 4.6% lift in volume sales, the largest of any category.
- ❖ Fresh potatoes, canned potatoes, and deli-prepared sides declined in sales volume.
- ❖ Deli-prepared sides were the only category declining in dollar sales by 2.5% and volume sales by 3.1%.

2019 Total Potato Sales

Measures	2019	2018	Change vs YA	% Change vs YA
Dollar Sales	\$11,910,976,752	\$11,651,834,443	\$259,142,309	2.2%
Volume Sales	6,981,973,204	6,955,689,618	26,283,586	0.4%
Price per Pound	\$1.71	\$1.68	\$0.03	1.8%

*Numbers reflect sales for total multi-outlet retailers.

2019 Performance by Quarter

Quarter	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
January-March 2019	\$2,916,936,530	1.4%	1,748,397,941	-2.5%	\$1.67	4.1%
April-June 2019	\$2,974,698,829	2.6%	1,687,377,484	2.7%	\$1.76	-0.1%
July-September 2019	\$2,978,903,875	2.8%	1,642,540,700	1.5%	\$1.81	1.3%
December 2019	\$3,040,437,517	2.0%	1,903,657,078	0.1%	\$1.60	1.9%

*Numbers reflect sales for total multi-outlet retailers. Not all retailers report individual numbers by category.

2019 Performance by Category

Potatoes by Category	Dollar Sales	Dollar Sales % Change vs YA	Fresh Weight Equivalent (FWE)	Volume Sales (FWE)	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
Potato Chips	\$5,958,267,017	1.9%	4:1	5,030,654,952	40%	1.1%	\$4.74	0.8%
Fresh Potatoes	\$2,894,243,211	1.5%	1:1	3,966,179,855	32%	-1.0%	\$0.73	2.5%
Frozen Potatoes	\$1,606,257,115	3.9%	1.7:1	2,070,410,022	16%	4.0%	\$1.32	-0.1%
Refrigerated Potatoes	\$568,020,622	7.0%	2:1	491,469,892	4%	4.6%	\$2.31	2.3%
Dehydrated Potatoes	\$487,698,587	4.0%	6:1	838,232,028	7%	0.4%	\$3.49	3.6%
Canned Potatoes	\$45,570,808	0.4%	1:1	52,195,030	0%	-3.2%	\$0.87	3.6%
Deli Prepared Sides	\$350,919,392	-2.5%	1:1	102,606,049	1%	-3.1%	\$3.42	0.7%

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2019 PERFORMANCE BY CATEGORY AND REGION

2019 Performance by Region

Region	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
California	\$983,570,994	3.0%	498,938,724	7%	0.05%	\$1.97	2.9%
Great Lakes	\$1,901,122,739	1.7%	1,118,825,347	16%	-0.9%	\$1.70	2.7%
Mid-South	\$1,712,829,801	2.1%	1,024,068,794	15%	-1.0%	\$1.67	3.1%
Northeast	\$1,964,538,721	1.3%	1,072,326,264	15%	-0.3%	\$1.83	1.6%
Plains	\$912,992,343	2.3%	556,127,628	8%	0.2%	\$1.64	2.0%
South Central	\$1,299,949,074	3.1%	837,309,736	12%	2.9%	\$1.55	0.1%
Southeast	\$1,857,843,855	1.3%	1,052,409,071	15%	0.4%	\$1.77	0.98%
West	\$1,278,129,224	4.5%	821,967,640	12%	2.7%	\$1.55	1.7%

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5 Year Trends Potato Sales

Time Frame	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs
2015	\$11,013,556,619	-0.4%	7,072,547,331	-1.1%	\$1.56	0.7%
2016	\$11,189,221,270	1.6%	7,071,736,848	-0.01%	\$1.58	1.6%
2017	\$11,362,836,196	1.6%	7,065,880,541	-0.1%	\$1.61	1.6%
2018	\$11,651,834,443	2.5%	6,955,689,618	-1.6%	\$1.68	4.2%
2019	\$11,910,976,752	2.2%	6,981,973,204	0.4%	\$1.71	1.8%

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Volume Sales

