

# TOTAL STORE FY19 POTATO REPORT

(7/1/2018-6/30/2019)

## NATIONAL TOTAL POTATO RETAIL PERFORMANCE

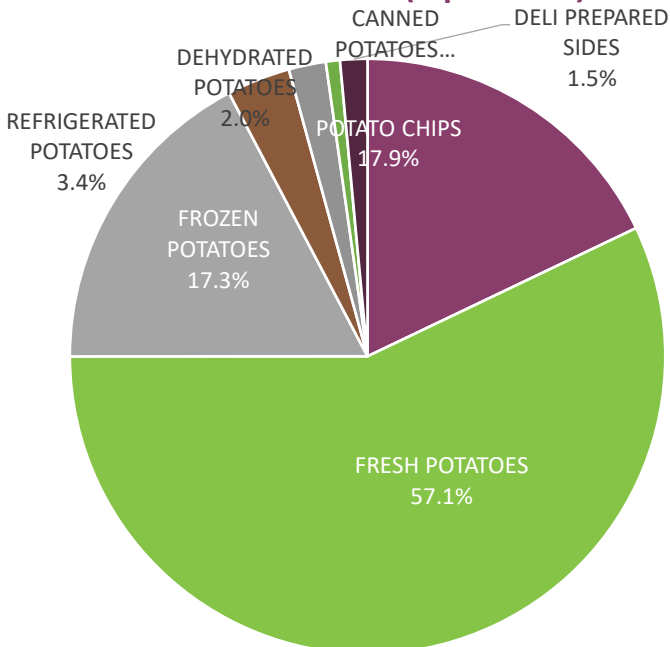
National Total Store Potato Sales	FY19	FY18	Actual Change	% Change
Dollars	\$11,763,621,566	\$11,528,303,750	\$235,317,816	2.0%
Pounds	6,951,688,360	7,019,424,344	-67,735,985	-1.0%
Price per Pound	\$1.69	\$1.64	\$0.05	3.0%

- Total Store Potatoes\* Includes:**
- Fresh Potatoes (UPC and Non-UPC)
  - Frozen Potatoes
  - Dehydrated Potatoes
  - Deli Potatoes
  - Refrigerated Potatoes
  - Potato Chips
  - Canned Potatoes

National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest Month	\$924,527,286	1.4%	509,062,238	0.8%	\$1.82	0.6%
Latest 13 Weeks	\$2,973,298,387	2.6%	1,686,218,636	2.7%	\$1.76	-0.1%
Latest 52 Weeks	\$11,763,621,566	2.0%	6,951,688,360	-1.0%	\$1.69	3.0%
Mktg Year (July - Current)	\$11,763,621,566	2.0%	6,951,688,360	-1.0%	\$1.69	3.0%

National Total Store Potato Sales	Dollars	Dollars % Change	Pounds (FWE)	FWE	Pounds % Change	Price per Pound	Price per Pound % Change
Potato Chips	\$5,900,383,043	1.7%	4,979,280,469	4:1	0.0%	\$4.74	1.6%
Fresh Potatoes	\$2,862,253,469	1.3%	3,968,484,071	1:1	-3.3%	\$0.72	4.8%
Frozen Potatoes	\$1,582,217,059	5.0%	2,044,999,686	1.7:1	5.8%	\$1.32	-0.8%
Refrigerated Potatoes	\$546,564,547	4.9%	478,956,585	2:1	2.8%	\$2.28	2.0%
Dehydrated Potatoes	\$476,105,744	2.6%	840,477,684	6:1	1.3%	\$3.40	1.3%
Canned Potatoes	\$45,671,682	-0.7%	53,142,946	1:1	-3.8%	\$0.86	3.3%
Deli Prepared Sides	\$350,426,023	-3.4%	102,742,327	1:1	-4.0%	\$3.41	0.6%

### MARKET SHARE (Eq Pounds)



### KEY TAKEAWAYS

- In the last quarter, dollars increased and pounds decreased **(+2.0%, -1.0%)** for **Total Potatoes**
- **Frozen Potatoes** led the Volume Growth, while **Fresh** led the decline based on volume share **(+5.8%, -3.3%)**
- Hashbrowns, Tater Drums, and French Fries contributed to growth in pounds for the **Frozen Potatoes (+5.0%, +8.9%, +5.2%)**
- Cut, sliced, diced, and whole all declined in volume in **Canned Potatoes (-34.8%, -3.8%, -0.0%, -5.8%)**
- **Deli Prepared Sides** negative volume was impacted by a decline in potato salads **(-7.5%)**

■ Please contact [retail@potatoesusa.com](mailto:retail@potatoesusa.com) with any questions



Source: IRI Freshlook & POS 6/30/19 \*EXCLUDES all sweet potatoes \*All pounds are fresh weight equivalent