

FRESH POTATO CONSUMER PROFILE

In-Store

January 2019-December 2019

HOW WAS THE INFORMATION BELOW COLLECTED?

The fresh potato basket information is from January 2019 through December 2019. It includes potato consumer information from the annual Attitudes and Usage Study, Kantar Insights Path to Purchase Study, and IRI Unify Sales Data.



AMERICA'S FAVORITE VEGETABLE

Households purchasing fresh potatoes

82%

Average number of purchases

6

WHAT IS IN THE BASKET WITH FRESH POTATOES?

When fresh potatoes are in the basket, the average basket size is almost twice as valuable to retailers.

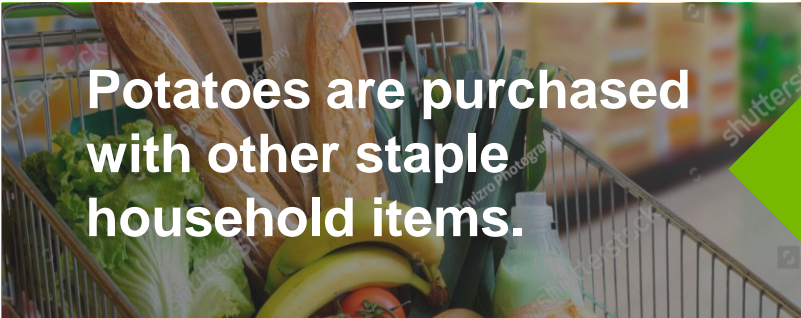


Potatoes in the consumer basket

\$77.94

Potatoes NOT in the consumer basket

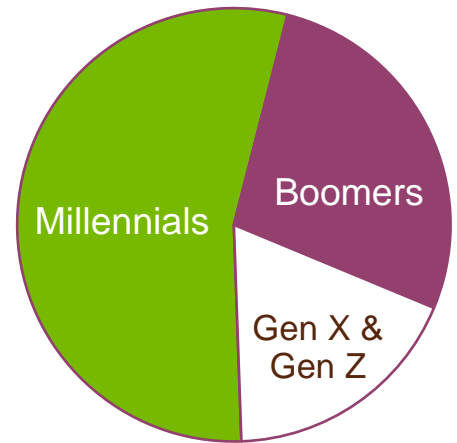
\$36.74



Potatoes are purchased with other staple household items.



WHO IS BUYING FRESH POTATOES?



68% of fresh potato consumers are female. The majority are millennials, followed by boomers. The remaining age groups make up the rest.

WHY ARE CONSUMERS BUYING FRESH POTATOES?



IN STORE ENGAGEMENT

Saw a display of potatoes on a previous trip and added potatoes to their list



RECIPES

Found a recipe online, on TV, or on social media



PRICE/COUPONS/PROMOTIONS

Saw potatoes in a circular or on a retailer's website

CONSUMERS PURCHASE POTATOES YEAR-ROUND.

Fresh potato sales are consistent year-round, with spikes during the peak holiday season.

