

ONLINE POTATO CONSUMER PROFILE

Fresh Potatoes

January 2019-December 2019

HOW WAS THE INFORMATION BELOW COLLECTED?

The online fresh potato consumer is defined through the annual Potatoes USA Attitudes and Usage Study and Kantar Insights Path to Purchase Study.

AMERICA'S FAVORITE VEGETABLE

Households purchasing fresh potatoes online

12%

Average types of potatoes purchased

2.7

HOW IS SPENDING DIFFERENT ONLINE FROM IN-STORE?

Consumers are spending almost three times as much per trip on potatoes when shopping for groceries online.

In-Store
\$7.50

Online
\$21.10

WHAT IS DRIVING ONLINE POTATO PURCHASES?



TELEVISION

Saw a recipe on television on both cooking shows and regular scheduled programming



IN-STORE ENGAGEMENT

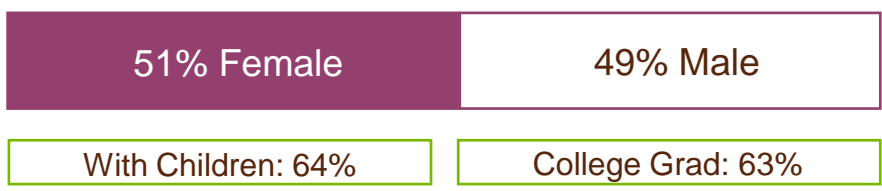
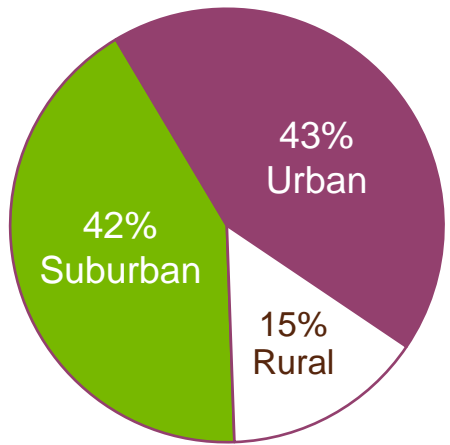
Saw a display of potatoes on a previous trip and added potatoes to their list



FRIENDS AND FAMILY

A recipe was recommended or shared by family or friends online or in person

WHO IS BUYING FRESH POTATOES ONLINE?



DIFFERENCES BETWEEN STORE PICKUP AND DELIVERY CONSUMERS

Percentage of consumers who decided to go shopping online specifically to buy fresh potatoes

Store Pick-Up
63 %

Delivery
75 %

Pre-shop activities are the factors influencing fresh potato purchases to shop online.

STORE PICKUP PRE-SHOP

- MAGAZINES AND NEWSPAPERS
- FRIENDS AND FAMILY
- PROMOTIONS

DELIVERY PRE-SHOP

- TELEVISION
- SMARTPHONES
- DISPLAYS ON IN-STORE VISITS

WHAT IS DRIVING THE ONLINE PURCHASE DECISION?

SEARCH BAR

Consumers want the search bar to take them to exactly what they are looking for. They want it to function the same way it does on other non-grocery websites.

PRODUCT PAGE

The product page should be descriptive with best uses and high-quality pictures. Recipe ideas and the origin of the potatoes are all important to consumers.

PRICE & PACK SIZE

Price per ounce and size should be easy to see. Most consumers are shopping for bags 5 pounds or less. 64% to 78% of consumers are purchasing potatoes online at full price.