



TOTAL STORE STUDY

HOLISTIC POTATOES SHOPPER RESEARCH 2020



Potatoes
USA

TOTAL STORE POTATO STUDY

BACKGROUND

Potatoes USA partnered with Kantar Insights Consulting to conduct research to understand shopping habits for all potato categories at retail. This research was implemented in two phases: prior to March 2020 to gain a previous understanding of all potato types at retail, and in the fall of 2020 to analyze the new normal. The following summarizes the findings in each category of potatoes and the shopping habits of consumers impacting their purchase.

TYPES OF POTATOES IN GROCERY STORES



POTATO CHIPS



FRESH
POTATOES



FROZEN
POTATOES



DEHYDRATED
POTATOES



CANNED/BOTTLED
POTATOES

KEY FINDINGS



ADD RECIPES TO RETAILER WEBSITES

Encourage shoppers who are cooking more with potato meal solutions online.



DRIVE SALES WITH MORE POTATO SHOPPERS ACROSS THE STORE

Encourage shoppers to purchase potatoes both in store and online with recipe inspiration.



CONNECT WITH ONLINE SHOPPERS

Improve retailer sites and apps with detailed pictures, cooking ideas and nutritional information about potatoes.



EXPAND USAGE WITH MERCHANDISING AND MEAL SOLUTIONS

Improve placement in store with signage offering nutritional information and additional displays throughout the store.



TOTAL STORE POTATO CONSUMER SHOPPER PROFILE

SHOPPER PROFILE	2019	2020
HOUSEHOLDS PURCHASING POTATOES	85%	86%
TOTAL POTATO TRIPS	6	6
TOTAL BASKET SPEND WITH POTATOES	\$66	\$79
AVERAGE ANNUAL WORTH OF POTATO SHOPPER	\$3,006 per year	\$3,362 per year
AVERAGE NUMBER OF POTATO CATEGORY PURCHASES	2.3	2.4



TOP 3 REASONS FOR PURCHASING POTATOES

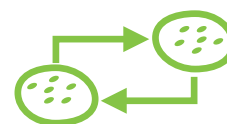
2020



STOCK UP



SPECIFIC RECIPE



REPLACE ITEM

BENEFITS BY POTATO TYPE

Consumers are shopping for each type of potato for the following reasons:



Potato Chips

- Satisfies cravings
- Snack between meals



Fresh Potatoes

- Natural/unprocessed
- Good source of nutrients
- Cooking/use in recipes



Frozen Potatoes

- Tastes good
- Good for kids
- For morning/breakfast



Dehydrated Potatoes

- Convenience
- Low in calories
- Part of a full meal



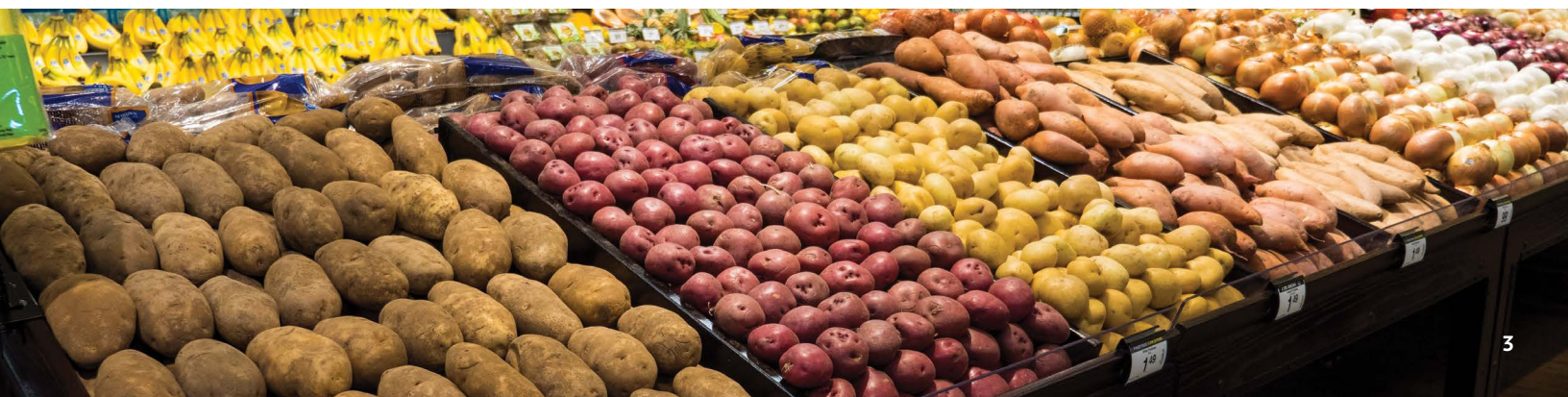
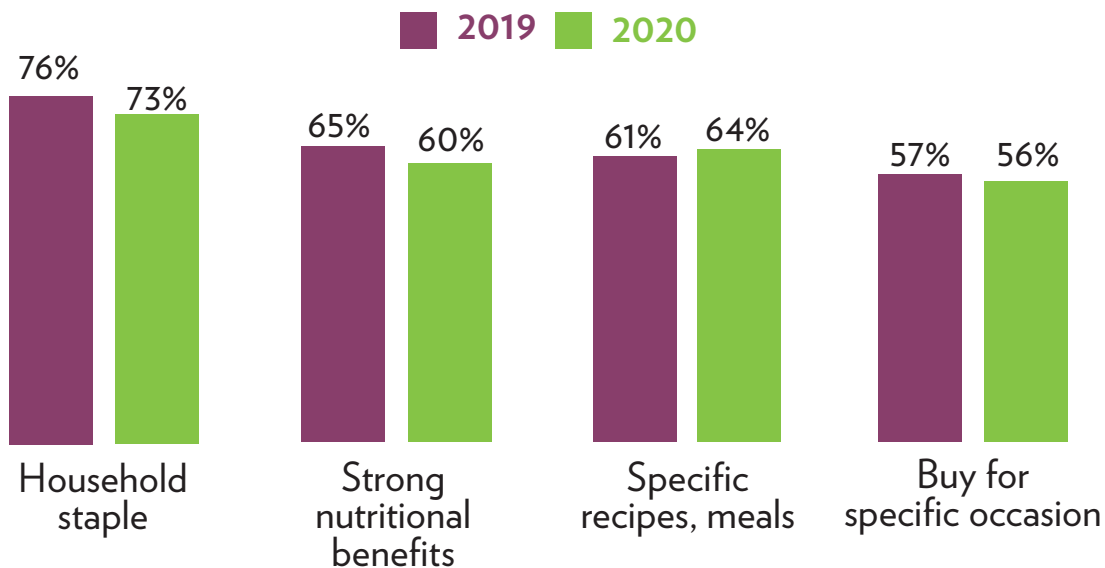
Canned/Bottled Potatoes

- Versatile
- Boosts energy
- Refuels after workout

TOTAL STORE SHOPPING HABITS

Consumers shop for potatoes for a variety of reasons and in a variety of ways. Below are the top reasons why consumers decided to purchase potatoes across the grocery store.

WHY SHOP FOR POTATOES?



POTATOES JOURNEY

The consumer shopping journey starts in produce and follows the flow below when venturing to other potato categories.

2020

FRESH PRODUCE
SECTION



FREEZER
SECTION



CHIPS SECTION



DEHYDRATED
SECTION



CANNED POTATO
SECTION

IN-STORE IMPACTS ON DECISION TO PURCHASE

94%

of consumers are compelled to purchase potatoes after seeing information, packaging and resources such as recipes in-store.

Below are the areas important to consumers for in-store potato purchasing in 2019 and the changes in 2020.

2019



IN-STORE
DISPLAYS



RECIPES &
IDEAS



CONVENIENT
PRODUCTS



NUTRITION
INFO

2020



CONVENIENT
PRODUCTS



NUTRITION
INFO



RECIPES &
INSPIRATION



PREFERRED
PACK SIZES
AVAILABLE

TIP:

Drive more potato purchases by creating recipes with multiple potato products.

TIPS TO DRIVE SALES

MERCHANDISING SOLUTIONS

2019–2020

In 2019, about half of shoppers wanted recipes for potatoes. This stayed true in 2020, but consumers are now looking for specific types of recipes.

Signage

In 2019, consumers wanted signage calling out the potato section and featured quick and easy meal solutions. Now they are looking for information on how to use potatoes in more than one meal.

Secondaries

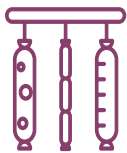
In 2019, consumers found fresh potato secondary displays influential in their purchasing decisions. Now they are looking for displays of potatoes that offer meal solutions and combine potato products in one recipe.

Meal Solutions

As consumers turn more heavily to retailers for cooking instruction, below are the ways consumers are cooking potatoes and where in the store they want to be reminded of potatoes.

DISPLAY

Consumers are looking for more secondary displays of potatoes outside of produce. They want to find additional potato displays in the following sections.



DELI



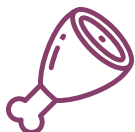
PASTA



BREAKFAST



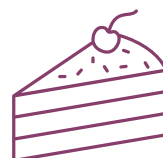
ENTERTAINING



MEATS
AND SEAFOOD



BREAD AISLE



INDULGENT



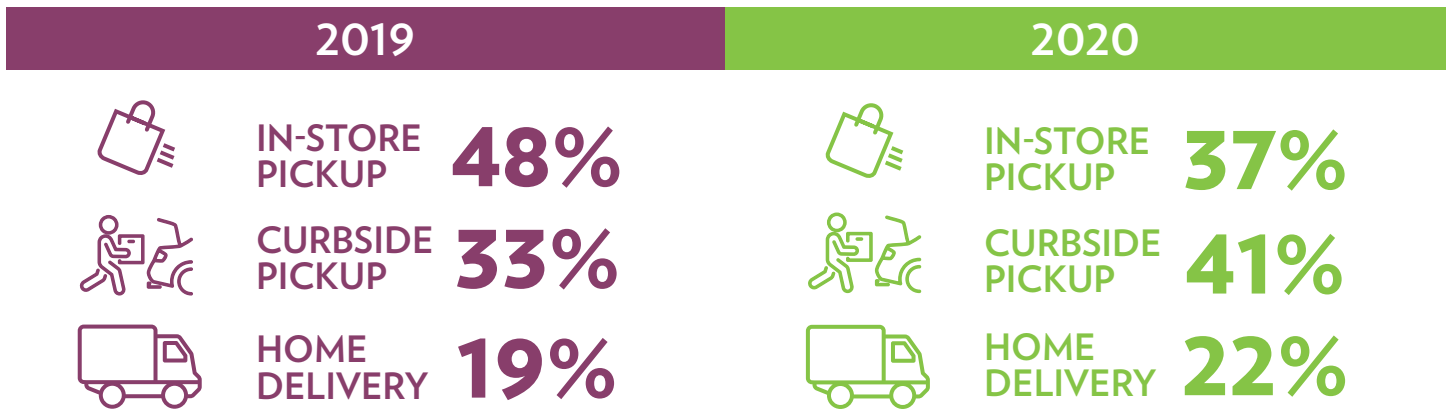
SAMPLING

MEAL NEEDS

At-home entertainment significantly changed in 2020 and so have consumers' meal needs. Below are the areas where consumers are focused on meal inspiration for potatoes.

ONLINE SHOPPERS

AFTER SHOPPING ONLINE, WHERE DO CONSUMERS RECEIVE THEIR GROCERIES



WHERE DO SHOPPERS GO IN THE STORE TO GET ADDITIONAL ITEMS?

One in three consumers who order groceries for curbside pickup are going into the store for additional items. Below are the areas of the store consumers are going to for additional items.



RETAILER WEBSITE



50% of consumers are visiting retailer websites to plan for their shopping trips.

Consumers are looking for the following items when shopping on retail websites:

- Nutrition Information
- Detailed Product Descriptions
- Recipes
- Pricing Information
- Innovative Products
- Product Photos and Videos

TIP:

Feature potatoes on landing pages and provide recommendations to drive more impulse potato purchases online.



POTATO CHIP CONSUMER



POTATO CHIP CONSUMER - 2020

60% of new potato shoppers in 2020 came from potato chips and frozen potatoes simultaneously.



2020

BASKET SIZE WITH POTATO CHIPS

\$81.93

20.2% increase
from 2019

REASON FOR PURCHASE

Satisfies cravings, comfort, something everyone enjoys. **Uses:** Snack between meals.

MERCHANDISING BEST PRACTICES

1

One in four potato chip consumers are **looking for chip options on sale**.

2

One in four potato chip consumers are **looking for a specific brand** when they enter the chip aisle.



Potato chip consumers are most likely to have the following items in their basket with chips.

- Refrigerated Dips
- Shelf-Stable Fruit Snacks
- Shelf-Stable Pretzels
- Microwavable Popcorn
- Shelf-Stable Pickles
- Frozen and Refrigerated Hot Dogs
- Shelf-Stable Macaroni and Cheese
- Ketchup

UTILIZE THE ABOVE ITEMS IN DETERMINING THE BEST PLACE FOR SECONDARY DISPLAYS.

Below are the areas impacting consumers' decision to add potato chips to their shopping lists and what is converting chips into a purchase.

IN-STORE

PRE-SHOP



Made a shopping list
Check the pantry for chips

DECISION TO BUY



Half of consumers bought chips because they saw a display on an endcap
One in three purchased chips because they saw a sale

ONLINE

PRE-SHOP



Visited retailer site for planning

DECISION TO BUY



Saw the product on the landing page
Saw a new product that looked interesting and purchased

2019-2020

Endcap displays of potato chips became even more impactful in converting potato chip purchasing.



FRESH POTATO CONSUMER



FRESH POTATO CONSUMER - 2020

Consumers are picking their retail store based on fresh products which makes this category important for conversion. This is consistent with findings from 2019.



2020

BASKET SIZE WITH FRESH POTATOES

\$89.50 17.8% increase from 2019

REASON FOR PURCHASE

Natural and unprocessed, provides a good source of nutrients. **Uses:** Cooking and new recipes.

MERCHANDISING BEST PRACTICES

1

Two-thirds of consumers put fresh potatoes in their basket first before any other potato item.

2

One in three are buying fresh potatoes as the key ingredient in a dish they are making.



Fresh potato consumers are most likely to have the following items in their basket with potatoes. Leverage this list when deciding on cross promotion or recipe ideas.

- Shelf-Stable Broth
- Dry Rice
- Shelf-Stable Flours
- Tomatoes
- Plant-Based Spreads
- Frozen Vegetables
- Shelf-Stable Beans
- Granulated Sugar

87%



PERCENTAGE OF CONSUMERS WHO HAVE FRESH POTATOES ON THEIR SHOPPING LIST BEFORE GOING TO THE STORE.

Below are the areas impacting consumers' decision to add fresh potatoes to their shopping lists and what is converting fresh potatoes into a purchase.

IN-STORE

PRE-SHOP



Write out shopping list
Check the pantry

DECISION TO BUY



A specific recipe called for fresh potatoes
Needed to stock up

ONLINE

PRE-SHOP



Checked grocery retailer site, mass retailer site and Amazon

DECISION TO BUY



Looked for promotions



Checked previous shopping history

2019-2020

The biggest change for the fresh potato consumer from 2019 to 2020 was that the fresh potato consumer branched outside of produce for other potato types.



FROZEN POTATO CONSUMER





FROZEN POTATO CONSUMER - 2020

Frozen potatoes are driving higher spending, meaning they are attracting more valuable shoppers.



2020
BASKET SIZE WITH
FROZEN POTATOES

\$83.56 21.8% increase
from 2019

REASON FOR PURCHASE

Good for kids, tastes good, feel good about consumption. **Uses:** For morning breakfast.

MERCHANDISING BEST PRACTICES

1

Recipes that are **focused on breakfast** are driving more frozen potato purchases.

2

End cap displays are driving 39% of frozen potato purchases in-store.



Frozen potato consumers are most likely to have the following items in their basket with frozen potatoes.

- Frozen and RFG Burgers
- Frozen Vegetables
- Ketchup
- Frozen Appetizers and Snacks
- Frozen Waffles
- Shelf-Stable Macaroni and Cheese
- Frozen and RFG Breakfast Meat
- Frozen Pizzas

UTILIZE THE ABOVE ITEMS IN DETERMINING THE BEST PLACE FOR SECONDARY DISPLAYS.

Below are the areas impacting consumers' decision to add frozen potatoes to their shopping lists and what is converting frozen potatoes into a purchase.

IN-STORE

PRE-SHOP



Write out shopping list
Check the pantry

DECISION TO BUY



About one third look for promotions



One in four look for familiar brands

ONLINE

PRE-SHOP



Looked for online sales and promotions while shopping in store

DECISION TO BUY



One in four look for the lowest price option



15% check their previous shopping history

2019-2020

Almost 40% of consumers were driven to purchase frozen potatoes by seeing these items on an end cap outside of the frozen aisle.



DEHYDRATED POTATO CONSUMER



DEHYDRATED POTATO CONSUMER - 2020

Dehydrated potatoes can be leveraged as a secondary potato purchase, particularly among medium-to-heavy shoppers.



2020 BASKET SIZE WITH DEHYDRATED POTATOES

\$94.95 23.2% increase
from 2019

REASON FOR PURCHASE

Feel good about consumption, satisfies hunger, good for kids. **Uses:** Part of a full meal.

MERCHANDISING BEST PRACTICES

1

One in four consumers are reminded to buy dehydrated potatoes while walking around in-store.

2

One-third of consumers bought dehydrated potatoes after seeing an in-store offer.



Dehydrated potato consumers are most likely to have the following items in their basket with dehydrated potatoes.

- Shelf-Stable Macaroni and Cheese
- Ramen and Udon Noodle Blocks
- Seasoning Packets and Mixes
- Salad Toppers and Stuffing Mixes
- Instant Noodles and Soup Cups
- RTE Soup
- Shelf-Stable Chili
- Cooking Sauces and Condiments

UTILIZE THE ABOVE ITEMS IN DETERMINING THE BEST PLACE FOR SECONDARY DISPLAYS.

Below are the areas impacting consumers' decision to add dehydrated potatoes to their shopping lists and what is converting dehydrated potatoes into a purchase.

IN-STORE

PRE-SHOP



Write out shopping list
Check the pantry

DECISION TO BUY



About one third look for promotions



One in four look for familiar brands

ONLINE

PRE-SHOP



Checked grocery retailer site, mass retailer site and Amazon

DECISION TO BUY



Over 1/4 look for lowest priced product or promotions



Check previous shopping history

2019-2020

Dehydrated potato shoppers, spent more per shopping trip than any other potato shopper, increasing their basket size by 23%.



CANNED POTATO CONSUMER



CANNED POTATO CONSUMER - 2020

Canned potatoes have seen significant gains and are the most common drivers of potato cross-purchase interactions.



2020
BASKET SIZE WITH
CANNED POTATOES

\$90.13

22.2% increase
from 2019

REASON FOR PURCHASE

Convenience, versatile, boosts energy. **Uses:** Refuel after a workout.

MERCHANDISING BEST PRACTICES

1

One third of consumers saw potatoes on an aisle and decided to purchase.

2

One fourth of consumers purchased additional products canned potatoes would pair well with.



Canned potato consumers are most likely to have the following items in their basket with canned potatoes.

- Tomatoes
- Shelf-Stable Beans
- RTE Soup
- Shelf-Stable Chili
- Shelf-Stable Macaroni and Cheese
- Shelf-Stable Bouillon
- Shelf-Stable Tuna
- Shelf-Stable Pasta Sauce

UTILIZE THE ABOVE ITEMS IN DETERMINING THE BEST PLACE FOR SECONDARY DISPLAYS.

Below are the areas impacting consumers' decision to add canned potatoes to their shopping lists and what is converting canned potatoes into a purchase.

IN-STORE

PRE-SHOP



- Check the pantry
- Write out shopping list
- Check retail circular

DECISION TO BUY



One in five look for familiar brands



Look for promotions



Look for a specific size

ONLINE

PRE-SHOP



Checked grocery retailer site, mass retailer site and Amazon

DECISION TO BUY



One in four consumers look for lowest priced products



One in four checked online for promotions prior to shopping

2019-2020

Refueling after workouts and the boost of energy that canned potatoes gave them were reasons for purchasing in 2020, compared to being versatile in 2019.



For more information, visit PotatoRetailer.com

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