

ATTITUDES & USAGE

2021 Consumer

POTATOES ON THE RISE

FAVORITES

AMERICA'S
FAVORITE
VEGETABLE



5 STRAIGHT
YEARS

AMERICA
♥
FRIES



74%

REPORT EATING
POTATOES

AT LEAST
ONCE PER WEEK



ATTRIBUTES



OPINIONS OF
POTATOES IMPROVED
SINCE LAST YEAR

+7%

- Allows you to feel good about what you're eating

+6%

- Fresh
- Convenient and easy to use
- Are an energy-packed vegetable
- Good for athletic performance

+5%

- Help fuel me for everyday activities
- Providing sustained energy

+4%

- Something I usually have on hand
- A good source of potassium
- Healthy for you
- Gluten Free
- Contains protein
- Being used and approved by athletes

+3%

- Fills you up
- Satisfying
- A good value
- Good for recovery

Figures indicate percentage change over last year.

POTATO USAGE

THE TOP 5 REASONS

WHY CONSUMERS DON'T EAT POTATOES MORE FREQUENTLY

- 40%** ↑ I already eat enough potatoes
- 25%** ↓ High in carbs
- 22%** Prefer other vegetables
- 19%** Fattening
- 16%** High in calories

WHY CONSUMERS WOULD LIKELY BUY MORE POTATOES

- 27%** Lower prices
- 21%** Smaller bags for less waste
- 19%** Recipe and meal ideas before shopping
- 17%** Nutritional information
- 16%** Greater variety of potato types



AMERICAN COOKING STYLES EVOLVED

As Consumers Got More Creative, Complex, and Adventurous With Their Cooking



44%



Claim they follow a specific dietary plan

THE TOP 5 DIETARY PLANS FOLLOWED

-4% ↓ Carb Restrictive

Low Sugar

Low Sodium

Organic

Gluten-Free

METHODOLOGY

- The Consumer Attitudes and Usage study is conducted annually to gather insights on American consumers, evaluating their attitudes towards foods and their dietary choices. The study also measures attitudes towards potatoes.
- Study fielded January, 2021
- Online with 2,000 respondents