

FRESH POTATO CONSUMER PROFILE

In-Store

January 2020-December 2020

HOW WAS THE INFORMATION BELOW COLLECTED?

The fresh potato basket information is from January 2020 through December 2020. It includes potato consumer information from the annual Attitudes and Usage Study, Kantar Insights Total Store Study, and IRI Unify Sales Data.



AMERICA'S FAVORITE VEGETABLE

Households purchasing fresh potatoes

83%

(82% in 2019)

Average number of purchases

7

(6 in 2019)

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

\$91.79

\$77.94 in 2019

Potatoes NOT in the consumer basket

\$47.54

\$36.74 in 2019



Potatoes are purchased with other staple household items.

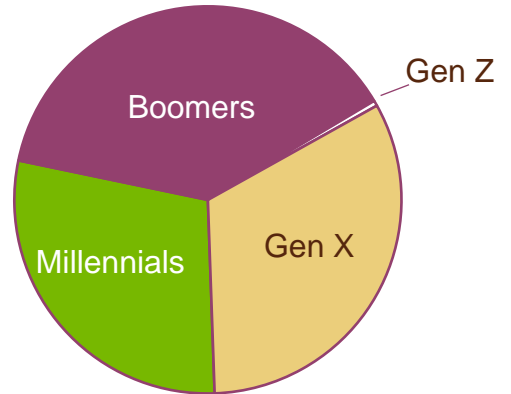


WHO IS BUYING FRESH POTATOES?



Female & Male

Men and women ages 55 and older are purchasing the most potatoes at grocery stores.



Households with children 12 and older are buying the most potatoes.

Household incomes \$50,000 and over are buying fresh potatoes.

WHAT ASPECTS ARE IMPORTANT TO POTATO SHOPPERS?



CONVENIENT PRODUCTS

Highlighting the ease of use and ingredient pairings show shoppers the convenience.



NUTRITION INFORMATION

Seeing nutrient information on signage or packaging.



RECIPES & INSPIRATION

Highlight recipes on retail websites, in-store signage, and through displays.



PREFERRED PACKAGE SIZE

Retailers should prioritize the right assortment of pack size based on their consumers.

CONSUMERS PURCHASE POTATOES YEAR-ROUND

Sales in March 2020 were impacted by the changing marketplace. All other months remained higher during holiday periods and consistent in sales.

