

REALIZING THE VALUE OF HEAVY POTATO SHOPPERS

KANTAR INSIGHTS TOTAL STORE POTATO STUDY 2020

Potatoes USA partnered with Kantar Insights Consulting to understand consumer shopping habits for each category of potatoes at retail. This research summarizes how those habits impact consumer potato purchases.

WHO ARE HEAVY SHOPPERS?

Heavy shoppers purchase an average of over
142 potato products per year

Potato products include: potato chips, fresh potatoes, frozen potatoes, and more. Regular shoppers, in contrast, purchase significantly less potatoes in a year and require more incentives to purchase heavily.



REGULAR SHOPPER

Women are buying more potatoes than men in general.



ANNUAL RETAIL SPEND

\$3,362



WOMEN SHOPPERS

53%



MEN SHOPPERS

47%



HEAVY SHOPPER

When men go shopping, they are buying more potatoes across the store and considered a heavy potato shopper.



ANNUAL RETAIL SPEND

\$5,944



MEN SHOPPERS

54%



WOMEN SHOPPERS

46%



Potatoes[®]
USA

WHY CONVERT A REGULAR SHOPPER TO A HEAVY SHOPPER?

HEAVY POTATO SHOPPERS
ARE WORTH

77% MORE

THAN REGULAR SHOPPERS

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HEAVY POTATO SHOPPERS
SPEND ANNUALLY

\$5,944

vs.

\$3,362

REGULAR SHOPPERS



Heavy potato shoppers have an increased interest in recipes and promotions that include multiple potato.



HOW TO CONVERT A REGULAR POTATO SHOPPER TO A HEAVY SHOPPER

Research shows there are multiple ways to drive conversion.

1



NEW MERCHANDISING APPROACHES

- Promote potato recipes on retailer websites and in-store displays.
- Setup displays offering meal solutions through cross merchandising.
- Offer various potatoes in secondary displays such as instant potatoes above a fresh potato display for fast and easy meal improvement options.

2

DIGITAL SOLUTIONS

- Add potato recipes to retailer websites. Highlight quick and delicious breakfast ideas as well as convenient snacking for after school activities.
- Highlight potatoes on grocery retailers social media. Allowing consumers to see more ways to eat potatoes will encourage more to add them to their shopping lists.

