



# TOTAL STORE RETAIL SALES

Marketing Year 2022 Quarter 2  
October – December 2021


## DOLLARS

SALES	% CHANGE VS YA	
<b>\$3.5 B</b>	<b>3.5%</b>	
\$3.4 B	12.6%	2020
\$3.0 B	1.8%	2019

## POUNDS

SALES	% CHANGE VS YA	
<b>1.9 B</b>	<b>-6.7%</b>	
2 B	9.8%	2020
1.8 B	-0.7%	2019

## PRICE PER POUND

PRICE	% CHANGE VS YA	
<b>\$1.88</b>	<b>10.9%</b>	
\$1.69	2.5%	2020
\$1.65	2.5%	2019

Retail Sales MY22 Q2 9/27/21-12/26/21

## RETAIL SALES TRENDS






















Dollar and volume sales are above the same time period in 2019.

Chips, refrigerated potatoes, and deli-prepared sides increased in dollar sales but did not maintain the elevated volume levels compared to 2020.

All prices are up per pound from 2020 with chips increasing the most.

The northeast region saw the only decline in both dollars and volume sales.

## Potato Category Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
<b>CHIPS</b>	\$1,702,397,327	8.3%		307,061,899	-2.7%		\$5.54	11.3%	
<b>FRESH</b>	\$847,884,529	-0.2%		1,049,041,718	-8.7%		\$0.81	9.3%	
<b>FROZEN</b>	\$494,541,715	-1.9%		354,835,694	-4.8%		\$1.39	3.1%	
<b>DEHYDRATED</b>	\$171,631,793	-3.7%		49,582,232	-4.3%		\$3.46	0.7%	
<b>REFRIGERATED</b>	\$199,582,275	1.4%		76,383,555	-4.9%		\$2.61	6.6%	
<b>DELI-PREPARED</b>	\$83,629,297	6.2%		20,268,266	-0.6%		\$4.13	6.8%	
<b>CANNED</b>	\$14,273,364	-4.1%		15,110,283	-8.7%		\$0.94	5.1%	

# Marketing Year 2022 Q2 October – December 2021

## Potato Sales by Region

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
<b>CALIFORNIA</b>	\$309,856,468	2.1%	▲	151,335,607	-5.4%	▼	\$2.05	7.9%	▲
<b>GREAT LAKES</b>	\$550,133,907	2.7%	▲	295,743,545	-9.6%	▼	\$1.86	13.6%	▲
<b>MIDSOUTH</b>	\$509,842,084	4.5%	▲	274,697,723	-5.5%	▼	\$1.86	10.6%	▲
<b>NORTHEAST</b>	\$575,944,241	-0.57%	▼	279,562,049	-12.2%	▼	\$2.06	13.2%	▲
<b>PLAINS</b>	\$255,468,869	0.7%	▲	146,130,960	-9.0%	▼	\$1.75	10.7%	▲
<b>SOUTH CENTRAL</b>	\$380,878,369	8.3%	▲	221,002,050	-2.7%	▼	\$1.72	11.4%	▲
<b>SOUTHEAST</b>	\$546,127,236	7.3%	▲	273,512,848	-2.0%	▼	\$2.00	9.5%	▲
<b>WEST</b>	\$385,689,128	3.1%	▲	230,298,864	-5.3%	▼	\$1.67	8.9%	▲

## Marketing Year by Month July – December 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA
<b>July 2021</b>	\$1,033,947,682	-3.1%	▼	510,072,047	-5.9%	▼	\$2.03	3.0%
<b>August 2021</b>	\$1,015,417,762	-0.5%	▼	496,663,151	-5.4%	▼	\$2.04	5.2%
<b>September 2021</b>	\$1,029,166,068	1.4%	▲	517,142,675	-4.9%	▼	\$1.99	6.7%
<b>October 2021</b>	\$1,295,671,823	3.9%	▲	649,971,419	-6.1%	▼	\$1.99	10.6%
<b>November 2021</b>	\$1,115,318,315	3.3%	▲	635,265,355	-6.5%	▼	\$1.76	10.4%
<b>December 2021</b>	\$1,102,950,162	3.4%	▲	587,046,873	-7.6%	▼	\$1.88	11.8%
<b>July-December 2021</b>	<b>\$6,837,969,226</b>	<b>1.2%</b>	<b>▲</b>	<b>3,517,385,653</b>	<b>-6.2%</b>	<b>▼</b>	<b>\$1.94</b>	<b>7.9%</b>

## Five Year Average Marketing Year October – December

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
<b>MY18 Oct-Dec 2017</b>	\$2,911,051,126	2.6%	▲	1,862,824,393	-0.1%	▼	\$1.56	2.7%	▲
<b>MY19 Oct-Dec 2018</b>	\$2,962,514,141	1.8%	▲	1,840,996,147	-1.2%	▼	\$1.61	3.0%	▲
<b>MY20 Oct-Dec 2019</b>	\$3,015,764,093	1.8%	▲	1,827,738,762	-0.7%	▼	\$1.65	2.5%	▲
<b>MY21 Oct-Dec 2020</b>	\$3,394,548,128	12.6%	▲	2,006,247,277	9.8%	▲	\$1.69	2.5%	▲
<b>MY22 Oct-Dec 2021</b>	\$3,513,940,301	3.5%	▲	1,872,283,647	-6.7%	▼	\$1.88	10.9%	▲

### Volume Sales

