

# TOTAL STORE POTATO RETAIL SALES

Marketing Year 2022 Quarter 3  
January – March 2022

## DOLLARS

SALES	% CHANGE VS YA	
<b>\$3.6 B</b>	<b>7.2%</b>	
\$3.3 B	-0.4%	2021
\$3.3 B	15.5%	2020
\$2.9 B	0.9%	2019

## POUNDS

SALES	% CHANGE VS YA	
<b>1.8 B</b>	<b>-5.0%</b>	
1.85 B	-3.6%	2021
1.9 B	14.5%	2020
1.7 B	-3.2%	2019

## PRICE PER POUND

PRICE	% CHANGE VS YA	
<b>\$2.02</b>	<b>12.8%</b>	
\$1.79	3.3%	2021
\$1.74	0.9%	2020
\$1.65	4.2%	2019

\*All sales are compared to the same time period the previous year.

Retail Sales 2021 12/27/21-3/27/22

## Potato Sales Trends

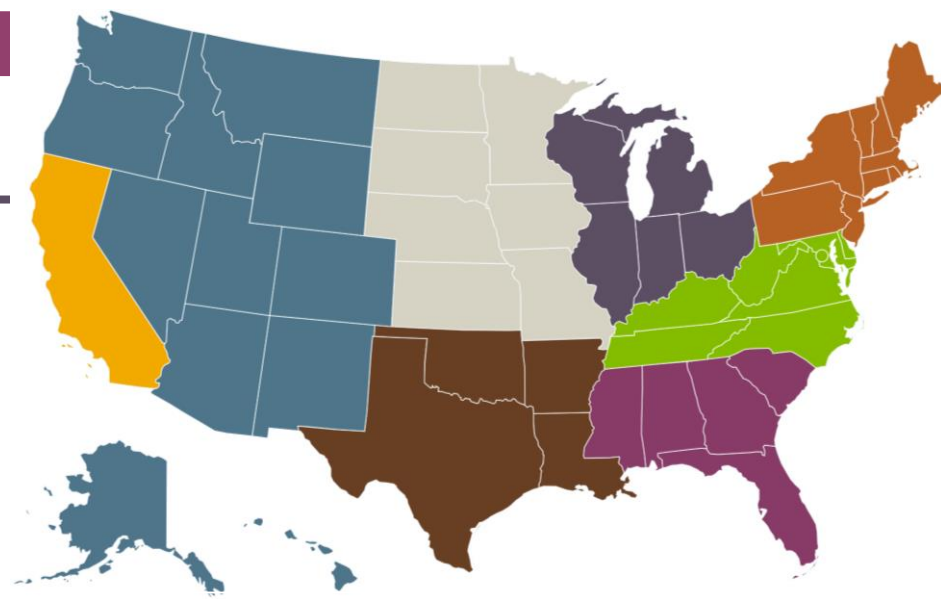
- Potato sales remain above levels in 2019 in both dollars and volume.
- January-March 2022 saw the highest price increases for potatoes.
- Canned potato sales are the only category that increased in both dollars and volume compared to 2021.
- Volume sales declined for chips, but dollars and units sold increased, showing a decline in pack size while demand increased.
- Frozen potatoes declined in dollars and volume compared to 2021.

## Potato Category Sales

	Dollar Sales	% Change vs YA		Volume Sales (FWE)	Fresh Weight Equivalent	% Change vs YA		Volume Share	Units Sold	% Change vs YA		Price per Lb	% Change vs YA	
<b>CHIPS</b>	\$1,766,569,795	11.9%		1,245,086,097	4:1	-0.6%		38.3%	648,813,071	0.2%		\$5.68	12.5%	
<b>FRESH</b>	\$835,063,643	4.5%		948,605,066	1:1	-5.6%		29.2%	251,877,586	-4.3%		\$0.88	10.7%	
<b>FROZEN</b>	\$527,611,678	-0.5%		610,040,119	1.7:1	-7.9%		18.8%	173,703,857	-9.2%		\$1.47	8.0%	
<b>DEHYDRATED</b>	\$149,919,147	2.4%		230,217,309	6:1	-3.4%		7.1%	95,428,849	-4.8%		\$3.91	6.0%	
<b>REFRIGERATED</b>	\$186,913,475	6.4%		136,555,757	2:1	-1.8%		4.2%	48,450,986	-2.8%		\$2.74	8.4%	
<b>DELI-PREPARED</b>	\$76,673,444	0.9%		57,881,787	3.1:1	-5.6%		1.8%	18,671,541	-5.6%		\$4.11	6.9%	
<b>CANNED</b>	\$14,457,104	9.0%		23,568,020	1.6:1	1.7%		0.7%	15,536,870	2.6%		\$0.98	7.2%	
<b>TOTAL</b>	<b>\$3,557,208,286</b>	<b>7.2%</b>		<b>3,251,954,154</b>		<b>-5.0%</b>			<b>1,252,482,761</b>	<b>-2.7%</b>		<b>\$2.02</b>	<b>12.8%</b>	

## Potato Sales by Region

IRI standard regions are detailed in the chart to the right. IRI pre-designates their regions and categorizes sales accordingly. All potato sales data is pulled from the IRI Unify platform. It includes all Multi-Outlet retailer point of sale data from the list on [PotatoesUSA.com](http://PotatoesUSA.com).



	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Volume Share	Units Sold	% Change vs YA	Price per Lb	% Change vs YA
<b>CALIFORNIA</b>	\$311,114,573	4.9% ▲	138,032,528	-6.6% ▼	8%	102,961,160	-3.1% ▼	\$2.25	12.4% ▲
<b>GREAT LAKES</b>	\$548,163,571	7.0% ▲	274,371,203	-5.5% ▼	16%	196,982,060	-3.3% ▼	\$2.00	13.2% ▲
<b>MIDSOUTH</b>	\$519,476,246	8.3% ▲	259,653,398	-3.9% ▼	15%	188,260,260	-1.8% ▼	\$2.00	12.7% ▲
<b>NORTHEAST</b>	\$579,578,655	5.6% ▲	264,179,259	-10.2% ▼	15%	191,248,106	-4.6% ▼	\$2.19	17.6% ▲
<b>PLAINS</b>	\$253,070,178	4.6% ▲	134,516,685	-6.2% ▼	8%	89,098,250	-4.3% ▼	\$1.88	11.6% ▲
<b>SOUTH CENTRAL</b>	\$389,119,609	7.4% ▲	213,908,008	-2.8% ▼	12%	144,863,295	-1.7% ▼	\$1.82	10.5% ▲
<b>SOUTHEAST</b>	\$569,384,881	10.8% ▲	264,059,649	-1.9% ▼	15%	202,928,323	-0.9% ▼	\$2.16	13.0% ▲
<b>WEST</b>	\$387,300,573	6.5% ▲	210,051,977	-2.6% ▼	12%	136,141,307	-2.6% ▼	\$1.84	9.3% ▲

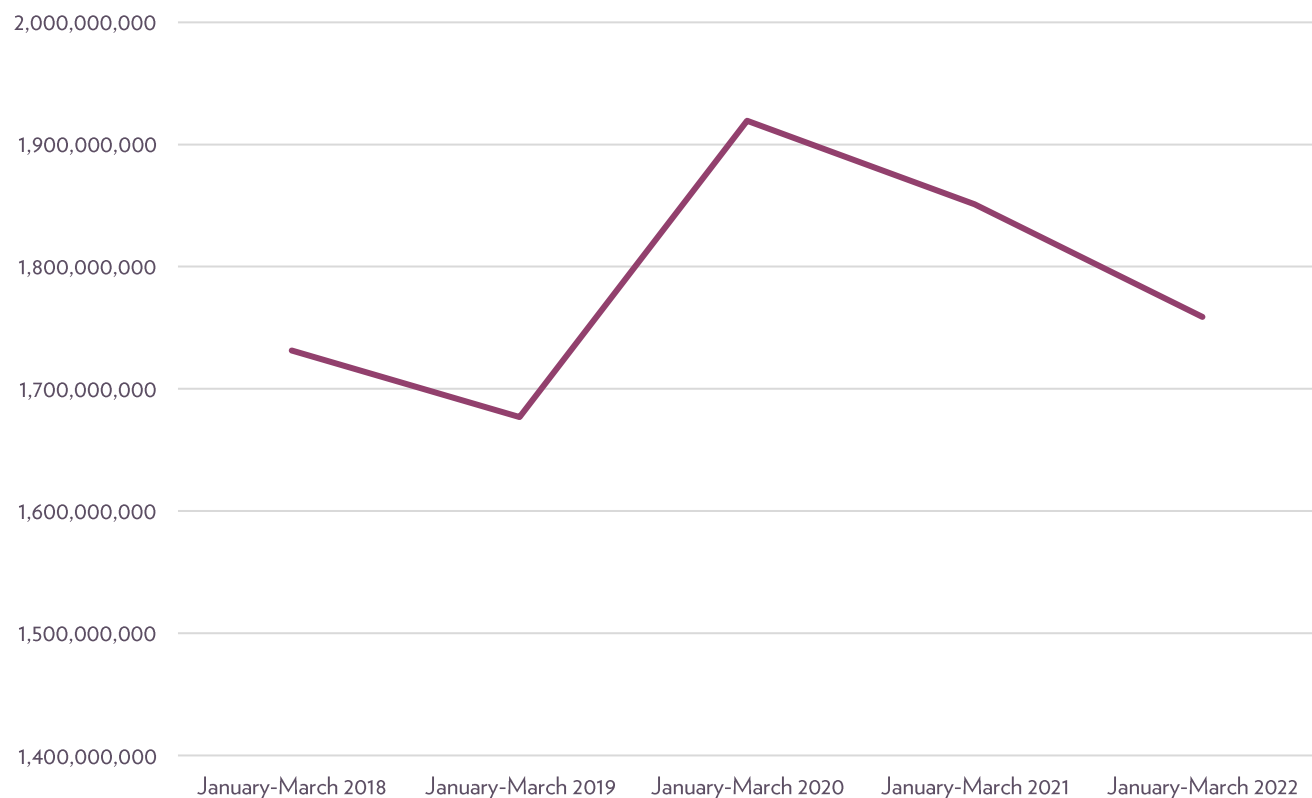
## Marketing Year by Quarter

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Units Sold	% Change vs YA	Price per Lb	% Change vs YA
July-September 2021	\$3,321,469,155	-1.0% ▲	1,644,624,889	-5.6% ▼	1,240,909,341	-3.1% ▼	\$2.02	4.9%
October-December 2021	\$3,523,807,725	3.9% ▲	1,876,513,690	-6.4% ▼	1,283,217,118	-3.4% ▼	\$1.88	11.1%
January-March 2022	\$3,557,208,286	7.2% ▲	1,758,772,706	-5.0% ▼	1,252,482,761	-2.7% ▼	\$2.02	12.8%
<b>July 2021-March 2022</b>	<b>\$10,402,485,166</b>	<b>3.3% ▲</b>	<b>5,279,911,285</b>	<b>-5.7% ▼</b>	<b>3,776,609,221</b>	<b>-3.1% ▼</b>	<b>\$1.97</b>	<b>9.6%</b>

## Five Year Quarterly Comparison January – March

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Units Sold	% Change vs YA	Price per Lb	% Change vs YA
January-March 2018	\$2,859,979,125	4.0% ▲	1,731,455,618	1.1% ▲	1,196,080,782	3.7% ▲	\$1.65	2.9% ▲
January-March 2019	\$2,884,987,477	0.9% ▲	1,676,891,213	-3.2% ▼	1,196,325,304	0.02% ▲	\$1.72	4.2% ▲
January-March 2020	\$3,333,353,230	15.5% ▲	1,919,438,226	14.5% ▲	1,337,105,527	11.8% ▲	\$1.74	0.9% ▲
January-March 2021	\$3,319,610,999	-0.4% ▼	1,850,965,180	-3.6% ▼	1,287,225,408	-3.7% ▼	\$1.79	3.3% ▲
January-March 2022	\$3,557,208,286	7.2% ▲	1,758,772,706	-5.0% ▼	1,252,482,761	-2.7% ▼	\$2.02	12.8% ▲

Volume Sales



## IRI Retail Sales Data

IRI is a data analytics and market research company, headquartered in the U.S. which provides consumer, shopper, and retail market intelligence and analysis focused on the consumer-packaged goods, retail, and healthcare industries. All potato sales data is pulled from the IRI Unify platform and put into this sheet. It includes all Multi-Outlet retailer point of sale data from the list on [PotatoesUSA.com](https://www.potatoesusa.com).