

























TOTAL GROCERY STORE POTATO SALES

CALENDAR YEAR 2022

January - December 2022

	DOLLAR SALES			VOLUME SALES (FWE)			PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Price	% Change vs YA	
2022	\$15.6 B	14.4%		13.3 B	-1.5%		\$2.15	16.1%	
2021	\$13.6 B	-2.5%		13.5 B	-8.2%		\$1.85	6.2%	
2020	\$14.0 B	16.7%		14.5 B	14.7%		\$1.74	1.8%	
2019	\$12.0 B	2.1%		12.8 B	0.2%		\$1.71	1.9%	

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales	Price per Pound	Price % Change vs YA
Potato Chips	\$7,659,434,761	14.8% 	49%	5,045,304,936	-1.2% 	38%	\$6.07	16.2% 
Fresh Potatoes	\$3,776,815,050	15.2% 	24%	4,039,885,113	-1.2% 	30%	\$0.93	16.5% 
Frozen Potatoes	\$2,337,482,503	17.9% 	15%	2,372,790,141	-2.8% 	18%	\$1.67	21.3% 
Instant Potatoes	\$637,990,016	9.7% 	4%	936,009,176	-2.6% 	7%	\$4.09	12.6% 
Deli-Prepared Sides	\$354,076,301	0.3% 	5%	257,323,351	-6.6% 	6%	\$4.27	7.4% 
Refrigerated Potatoes	\$764,652,699	7.6% 	3%	554,182,004	0.7% 	1%	\$2.76	6.8% 
Canned Potatoes	\$56,739,275	16.8% 	0.4%	85,730,640	2.8% 	0.6%	\$1.06	13.6% 
TOTAL	\$15,587,190,605	14.4% 		13,291,225,361	-1.5% 		\$2.15	16.1% 

* Fresh Weight Equivalent (FWE): Potato Chips 4:1, Fresh Potatoes 1:1, Frozen Potatoes 1.7:1, Instant Potatoes 6:1, Refrigerated potatoes 2:1, Deli-Prepared Sides 3.1:1, Canned Potatoes 1.6:1

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CALENDAR YEAR 2022

January - December 2022

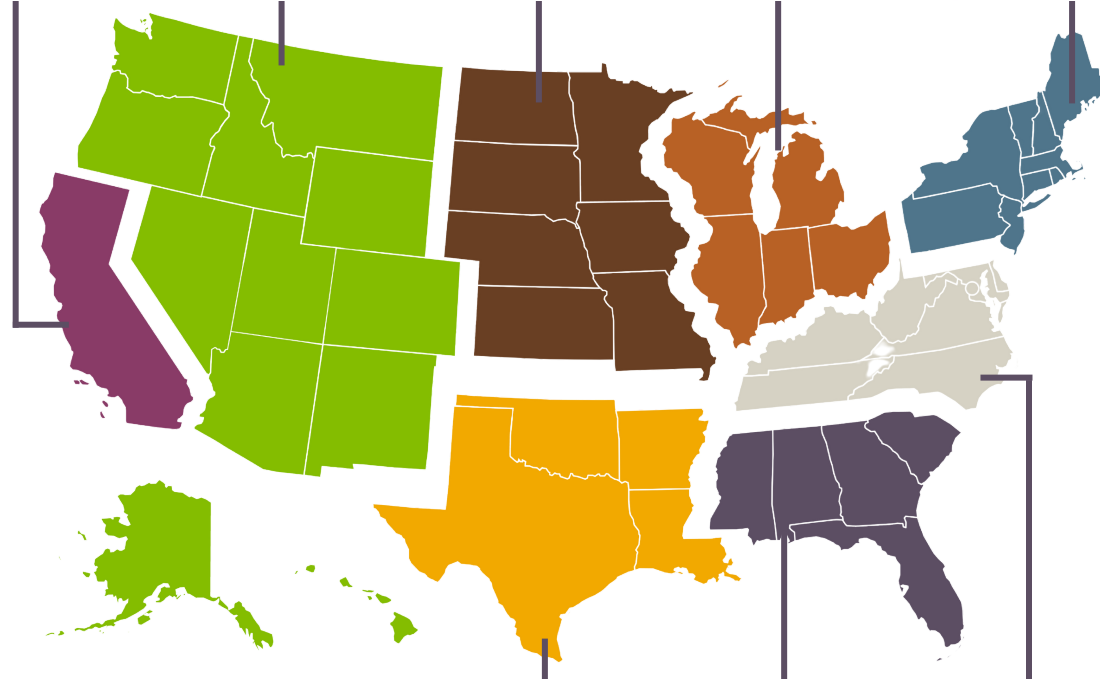
CALIFORNIA	WEST	PLAINS	GREAT LAKES	NORTHEAST
Dollar Sales \$1,339,805,258	Dollar Sales \$1,688,192,442	Dollar Sales \$1,140,601,521	Dollar Sales \$2,411,563,286	Dollar Sales \$2,523,317,699
% Change vs YA 13.1%	% Change vs YA 13.1%	% Change vs YA 13.4%	% Change vs YA 13.6%	% Change vs YA 12.9%
Volume Sales 577,254,085	Volume Sales 856,535,784	Volume Sales 566,119,960	Volume Sales 1,128,185,862	Volume Sales 1,093,112,662
% Change vs YA -0.5%	% Change vs YA -1.3%	% Change vs YA -1.9%	% Change vs YA -1.8%	% Change vs YA -2.5%



The volume share of each region varies.

Volume Share

CALIFORNIA	7.9%
WEST	11.8%
PLAINS	7.8%
GREAT LAKES	15.5%
NORTHEAST	15.0%
SOUTH CENTRAL	12.2%
SOUTHEAST	15.2%
MIDSOUTH	14.5%



SOUTH CENTRAL	SOUTHEAST	MIDSOUTH
Dollar Sales \$1,717,702,465	Dollar Sales \$2,495,768,197	Dollar Sales \$2,270,239,739
% Change vs YA 15.3%	% Change vs YA 17.6%	% Change vs YA 15.1%
Volume Sales 886,240,890	Volume Sales 1,104,553,322	Volume Sales 1,054,649,402
% Change vs YA -1.1%	% Change vs YA -0.6%	% Change vs YA -1.8%



TOTAL GROCERY STORE POTATO SALES

CALENDAR YEAR 2022 JANUARY - DECEMBER 2022

Calendar Year by Quarter January- December

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Price per Pound	Price % Change vs YA	
January-March 2022	\$3,612,748,164	7.1%	▼	1,850,078,493	-4.7%	▼	\$1.95	12.4%	▲
April-June 2022	\$3,798,725,883	14.5%	▲	1,768,107,399	2.0%	▲	\$2.15	12.2%	▲
July-September 2022	\$3,954,668,330	18.6%	▲	1,681,726,770	-1.7%	▼	\$2.35	20.6%	▲
October - December 2022	\$4,221,048,228	17.2%	▲	1,966,739,304	-1.3%	▼	\$2.15	18.7%	▲
January - December 2022	\$15,587,190,605	14.4%	▲	7,266,651,967	-1.5%	▼	\$2.15	16.1%	▲

Five Year Calendar Year Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Price per Pound	Price % Change vs YA	
2018	\$11,720,703,375	2.2%	▲	6,992,126,485	-1.7%	▼	\$1.68	3.9%	▲
2019	\$11,969,061,186	2.1%	▲	7,004,131,373	0.2%	▲	\$1.71	1.9%	▲
2020	\$13,972,148,983	16.7%	▲	8,034,854,472	14.7%	▲	\$1.74	1.8%	▲
2021	\$13,626,417,975	-2.5%	▼	7,376,552,593	-8.2%	▼	\$1.85	6.2%	▲
2022	\$15,587,190,605	14.4%	▲	7,266,651,967	-1.5%	▼	\$2.15	16.1%	▲

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.

SOURCE: IRI UNIFY RETAIL SALES 1/3/22- 1/1/23

📌 Important Note ▲ Sales Increase ▼ Sales Decrease