



PRESS RELEASE

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A look at 2022 potato retail sales

DENVER (February 7, 2023) – Potato retail sales increased in dollar sales by 14.4% but decreased in volume sales by -1.5% from January - December 2022 compared to 2021. Despite a slight decrease in volume sales, volume sales remain 3.7% above pre-pandemic levels.

All categories of potatoes increased in dollar sales, with four potato categories rising by double digits. In addition to increasing dollar sales, refrigerated and canned increased volume sales by 0.7% and 2.8%, respectively. The most significant decline in volume for 2022 was in deli-prepared sides, down by -6.6%. Volume sales for potatoes were down for all other categories of potatoes in the store, with an average decline in volume sales of -1.5%.

Fresh potato dollar sales were up for all types except purple potatoes, which declined in dollars and volume. Yellow potatoes had the most significant increase in dollars (23.8%) and were one of two categories to increase in volume (8.5%), followed by the ‘all other’ category (2.4%). Purple potato volume decreased -31.6%, followed by red potatoes at -7.2%, and white potatoes at -5.2%.

All pack sizes, except packages greater than 10 pounds, saw an increase in dollars. Volume sales of one to less than two pounds and five-pound bags increased by 0.9% and 5.6%, respectively. These two pack sizes were the only ones to grow in dollars and volume sales.

In 2022, the average price per pound consumers paid for potatoes was \$2.15. However, prices were the highest from July - September, averaging \$2.35 per pound. Amidst the price increases, consumers still find potatoes to be an affordable product as dollar sales have continued to grow, and the volume of potatoes consumers purchase remains above levels in 2019.

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IRI compiles these figures by working directly with retailers. Potatoes USA accepts no liability for the content of these reports or the consequences of any actions taken based on any information contained herein. Please reach out to Media@PotatoesUSA.com with any questions.

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About Potatoes USA

Potatoes USA is the national marketing and promotion board representing U.S. growers and importers. Potatoes USA, the largest vegetable commodity board, was established in 1971 by potato farmers to promote the benefits of eating potatoes. For more information on Potatoes USA’s mission to “Strengthen Demand for Potatoes,” visit PotatoesUSA.com.

