

# 2023 Consumer ATTITUDES & USAGE

## CONSUMERS LOVE POTATOES

### POTATOES ARE AMERICA'S FAVORITE VEGETABLE



**7 YEARS** in a row potatoes take the top spot!

### AMERICANS ARE EATING MORE POTATOES

80% EAT THEM EVERY WEEK



# 1/3

Eat potatoes at least 3 times per week.

### MASHED POTATOES AND FRIES LEAD THE WAY



**At home,** consumers are more likely to eat their potatoes mashed, baked, or roasted.



**When dining out,** they're more likely to eat fries, hash browns, or potato chips.

### CONSUMERS PERCEIVE MORE HEALTH BENEFITS FROM POTATOES

- Provide vitamin C and protein and are good for weight management
- Are a source of good carbohydrates
- Help fuel me for my everyday activities





## REASONS CONSUMERS WOULD BUY MORE POTATOES



- Smaller bags to minimize waste
- Recipe and meal ideas before shopping
- Nutrition information
- Usage suggestions by type



## RECIPE USE INCREASED AMONG CONSUMERS

**83%** use recipes at home



## AMERICANS HAVE UPPED THEIR IN-HOME COOKING SKILLS FROM LAST YEAR

- Cooking with ingredients from scratch (+3%)
- Consider themselves a gourmet chef (+2%)
- Define their cooking as complex (+1%)

## TOP BARRIERS TO EATING POTATOES DECLINED IN KEY AREAS

- I already eat enough
- I prefer other veggies
- High in carbs
- Fattening

## HALF OF CONSUMERS ADHERE TO SOME DIETARY GUIDELINE



- **19%** Low sugar
- **18%** Carb restrictive
- **15%** Low sodium
- **11%** Organic
- **11%** Clean eating

## METHODOLOGY

The Consumer Attitudes and Usage online study is conducted annually to gather insights on American consumers, evaluating their attitudes towards foods—potatoes in particular—and their dietary choices.