



PRESS RELEASE

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Retail potato sales show consumers spent more on spuds in Q1 2023

DENVER (June 6, 2023) – Potato retail sales increased 16.0% in sales but decreased in volume by -4.4% from January - March 2023 compared to the same timeframe a year ago. Despite a decrease, volume sales remain above pre-pandemic levels.

All categories of potatoes increased in dollars sales, with the most significant occurring for frozen potatoes at 41.9%, followed by instant potatoes at 16.5%, and fresh potatoes at 12.7%. Deli-prepared sides were the only category to increase volume sales (+2.1%). The most significant declines in volume during the first three months of 2023 were instant potatoes (-7.6%) and refrigerated potatoes (-5.8%). Volume sales for potatoes were down for most categories in the store, with an average decline of -4.4%.

Fresh potato dollar sales were up for all types except white, fingerling, and purple potatoes. Fresh Yellow, petite, and medley potatoes grew in dollar and volume sales. The average sales price per pound for fresh potatoes was \$1.01, an 18.7% increase from the prior year.

All pack sizes, except packages greater than 10 pounds, saw an increase in dollars. One to less than two-pound bags were the only category to grow in dollars and volume, 4.3% and 3.7%, respectively. The most significant volume sales declines occurred in greater than ten-pound bags (-51.3%) and eight-pound bags (-21.6%).

Circana (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](https://www.PotatoesUSA.com).

PotatoesUSA.com
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