

TOTAL GROCERY STORE POTATO SALES

FISCAL YEAR 2023

July 2022 - June 2023

DOLLAR SALES

VOLUME SALES (FWE)

PRICE PER POUND

Sales

% Change vs YA

Sales

% Change vs YA

Price

% Change vs YA

FY23 **\$16.9 B** **16.8%** ▲ **13.2 B** **-2.6%** ▼ **\$2.36** **19.9%** ▲

FY22 \$14.5 B 6.6%

FY21 \$13.6 B 2.7%

FY20 \$13.2 B 11.4%

FY19 \$11.9 B 1.7%

	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	\$8,266,939,389	13.8%	▲	49%	5,063,217,758	-2.3%	▼	38%	\$6.53	16.5%	▲
Fresh Potatoes	\$4,003,865,940	16.5%	▲	24%	3,981,379,521	-2.7%	▼	30%	\$1.01	19.8%	▲
Frozen Potatoes	\$2,781,861,721	34.8%	▲	16%	2,330,635,899	-2.4%	▼	18%	\$2.03	38.1%	▲
Instant Potatoes	\$691,809,191	15.3%	▲	4%	910,611,769	-5.2%	▼	7%	\$4.56	21.7%	▲
Refrigerated Potatoes	\$765,765,685	4.6%	▲	3%	531,126,572	-2.6%	▼	1%	\$2.88	7.3%	▲
Deli-Prepared Sides	\$368,172,758	3.9%	▲	5%	258,204,219	-3.1%	▼	6%	\$4.42	7.2%	▲
Canned Potatoes	\$62,709,256	19.1%	▲	0.4%	94,901,510	9.2%	▲	0.7%	\$1.06	9.1%	▲
TOTAL	\$16,941,123,940	16.8%	▲		13,170,077,247	-2.6%	▼		\$2.36	19.9%	▲

* 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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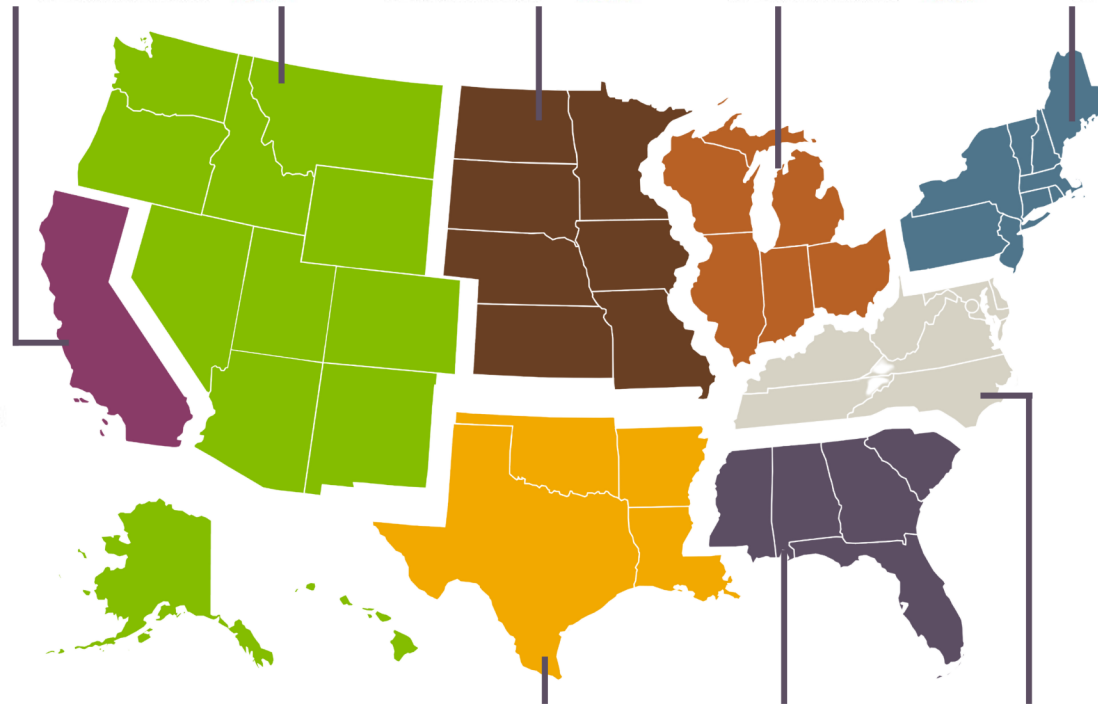
FISCAL YEAR 2023

July 2022 - June 2023

CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$1,447,878,495	Dollar Sales	\$1,843,442,136	Dollar Sales	\$1,240,884,464	Dollar Sales	\$2,599,678,733	Dollar Sales	\$2,707,795,278
% Change vs YA	15.7%	% Change vs YA	17.3%	% Change vs YA	16.5%	% Change vs YA	15.0%	% Change vs YA	14.5%
Volume Sales	571,846,608	Volume Sales	847,484,267	Volume Sales	558,043,450	Volume Sales	1,107,419,226	Volume Sales	1,090,561,002
% Change vs YA	-1.7%	% Change vs YA	-2.3%	% Change vs YA	-3.0%	% Change vs YA	-2.9%	% Change vs YA	-2.7%



The volume share of each region varies.



Volume Share

CALIFORNIA	8%
WEST	12%
PLAINS	8%
GREAT LAKES	15%
NORTHEAST	15%
SOUTH CENTRAL	12%
SOUTHEAST	15%
MIDSOUTH	14%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$1,894,424,971	Dollar Sales	\$2,743,576,636	Dollar Sales	\$2,463,443,226
% Change vs YA	19.2%	% Change vs YA	19.8%	% Change vs YA	16.6%
Volume Sales	871,438,137	Volume Sales	1,094,183,890	Volume Sales	1,037,106,715
% Change vs YA	-2.9%	% Change vs YA	-1.8%	% Change vs YA	-3.1%

TOTAL GROCERY STORE POTATO SALES

FISCAL YEAR 2023 JULY 2022 - JUNE 2023

Fiscal Year by Quarter July - June

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Price per Pound	Price % Change vs YA	
July - September 2022	\$4,007,830,560	19.0%	▲	1,692,426,650	-1.6%	▼	\$2.37	21.0%	▲
October - December 2022	\$4,275,190,473	17.6%	▲	1,980,515,208	-1.2%	▼	\$2.16	19.0%	▲
January - March 2023	\$4,250,503,751	16.5%	▲	1,784,606,545	-4.2%	▼	\$2.38	21.6%	▲
April - June 2023	\$4,407,599,155	14.5%	▲	1,720,534,892	-3.3%	▼	\$2.56	18.3%	▲
July 2022 - June 2023	\$16,941,123,940	16.8%	▲	7,178,083,295	-2.6%	▼	\$2.36	19.9%	▲

Five Year July - June Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Price per Pound	Price % Change vs YA	
July 2018 - June 2019	\$11,881,749,888	1.7%	▲	7,005,597,263	-1.2%	▼	\$1.70	2.9%	▲
July 2019 - June 2020	\$13,242,005,821	11.4%	▲	7,681,998,087	9.7%	▲	\$1.72	1.6%	▲
July 2020 - June 2021	\$13,604,787,031	2.7%	▲	7,605,029,377	-1.0%	▼	\$1.79	3.8%	▲
July 2021 - June 2022	\$14,502,391,471	6.6%	▲	7,366,783,087	-3.1%	▼	\$1.97	10.0%	▲
July 2022 - June 2023	\$16,941,123,940	16.8%	▲	7,178,083,295	-2.6%	▼	\$2.36	19.9%	▲

Circana (IRi) Retail Sales Data

Circana (IRi) is a data analytics and market research company headquartered in the U.S. that 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.