

# POTATOES ARE A POWERHOUSE IN PRODUCE

Potatoes continue to be a staple in consumer shopping baskets across the country.

**85.2%** of households buy potatoes

Potatoes have the highest household penetration of all vegetables. **Fresh potatoes are purchased nearly 11x per year.**

## Potatoes Move *the Pounds*

Potatoes are a key player in the produce section, moving more pounds than any other vegetable.

**#1** Potatoes are the number 1 seller in pounds in fresh vegetables

**21.1%** of total vegetable pounds sales

**9.7%** of total produce pounds sales

## Potatoes Maintain *Dollars and Growth*

Despite deflation, fresh potatoes rank fifth out of 130 fresh produce categories for dollar sales. In the past three years, volume has remained consistently higher than 2019, indicating potatoes' staying power on consumers' plates.

**\$4.4 BILLION** generated in fresh potato sales at retail

**\$1.3 BILLION** in additional sales in latest 52 weeks vs. 2019 sales

**4.8%** of total produce sales

**10.1%** of total vegetable sales

## Unlocking Growth Potential With *One Extra Purchase*



If **just half of potato-buying households** made **ONE** extra purchase, it would result in an additional **\$218 million in sales** and an extra **231 million pounds** of potatoes sold annually.



**READY TO HARNESS THE POWER OF POTATOES AT YOUR STORE?**

Scan the QR code to get our Merchandising Best Practices Guide.

