

# THE POWER OF POTATOES IN SHOPPING CARTS

With numbers like these, potatoes are a retailer's dream.



## Potatoes Deliver Dollars and Volume

Potatoes are one of the few produce items outpacing the 2019 pre-pandemic baseline in pounds sold. In the last year, fresh potatoes:

GENERATED

5.3%

of all fresh produce sales  
*(4th highest selling produce item)*

EARNED

10.8%

of all vegetable sales

REPRESENTED

21%

of all fresh vegetable pounds sold

85% of households buy potatoes

Potatoes have the highest household penetration of all vegetables. Households of all incomes, sizes and backgrounds buy potatoes on an average of 10x per year.

## Potatoes Deliver Growth

Fresh potatoes have the highest year-over-year growth rate of all produce items.

As budgets tighten, people remain loyal to potatoes. That means opportunities exist to significantly move the needle through improved visibility, merchandising and cross-merchandising.

16.4%

INCREASE

fresh potato dollar sales year-on-year

23.3%

INCREASE

in dollar sales over two years

ADDITIONAL  
\$572 million

in new dollar sales to the produce departments across the U.S. in the past year.

## POTATO POTENTIAL

Fresh potatoes are the #1 produce item delivering new dollars to the produce section, adding more new dollars over the past year than all fruits combined. At \$4.04 per trip, one additional potato purchase with just half of current potato buyers would generate an **additional \$220 million in sales industry wide**, with a significant chunk of additional business for every store.



READY TO HARNESS THE POWER OF POTATOES AT YOUR STORE?

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

Potatoes<sup>®</sup>  
USA