

TOTAL GROCERY STORE POTATO SALES

JULY - SEPTEMBER 2023

	DOLLAR SALES		VOLUME SALES		GROCERY PRICE PER POUND	
	Sales	% Change vs YA	Sales	% Change vs YA	Price	% Change vs YA
Q1 FY24	\$4.4 B	9.5% ▲	1.66 B	-1.7% ▼	\$2.64	11.5% ▲
Q1 FY23	\$4.0 B	19.0%	1.69 B	-1.6%	\$2.37	21.0%
Q1 FY22	\$3.4 B	-0.1%	1.7 B	-4.9%	\$1.96	5.0%
Q1 FY21	\$3.4 B	14.2%	1.8 B	11.0%	\$1.86	2.9%
Q1 FY20	\$3.0 B	2.2%	1.6 B	0.6%	\$1.81	1.6%

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales	Grocery Price per Pound	Price % Change vs YA
Potato Chips	\$2,147,533,547	5.0% ▲	49%	1,263,951,242	-2.5% ▼	40%	\$6.80	7.7% ▲
Fresh Potatoes	\$994,881,481	5.9% ▲	23%	888,931,611	-0.4% ▼	28%	\$1.12	6.3% ▲
Frozen Potatoes	\$772,414,479	31.8% ▲	18%	548,860,387	-5.6% ▼	18%	\$2.39	39.6% ▲
Instant Potatoes	\$178,022,445	17.1% ▲	4%	208,183,606	-6.0% ▼	7%	\$5.13	24.6% ▲
Refrigerated Potatoes	\$178,810,238	0.0% ▲	3%	117,385,291	-7.2% ▼	1%	\$3.05	7.8% ▲
Deli-Prepared Sides	\$98,715,987	7.3% ▲	5%	67,796,294	3.1% ▲	6%	\$4.51	4.1% ▲
Canned Potatoes	\$19,368,778	45.1% ▲	0.4%	31,776,532	63.3% ▲	1.0%	\$0.98	-11.2% ▼
TOTAL	\$4,389,746,956	9.5% ▲		3,126,884,963	-1.7% ▼		\$2.64	11.5% ▲

* 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

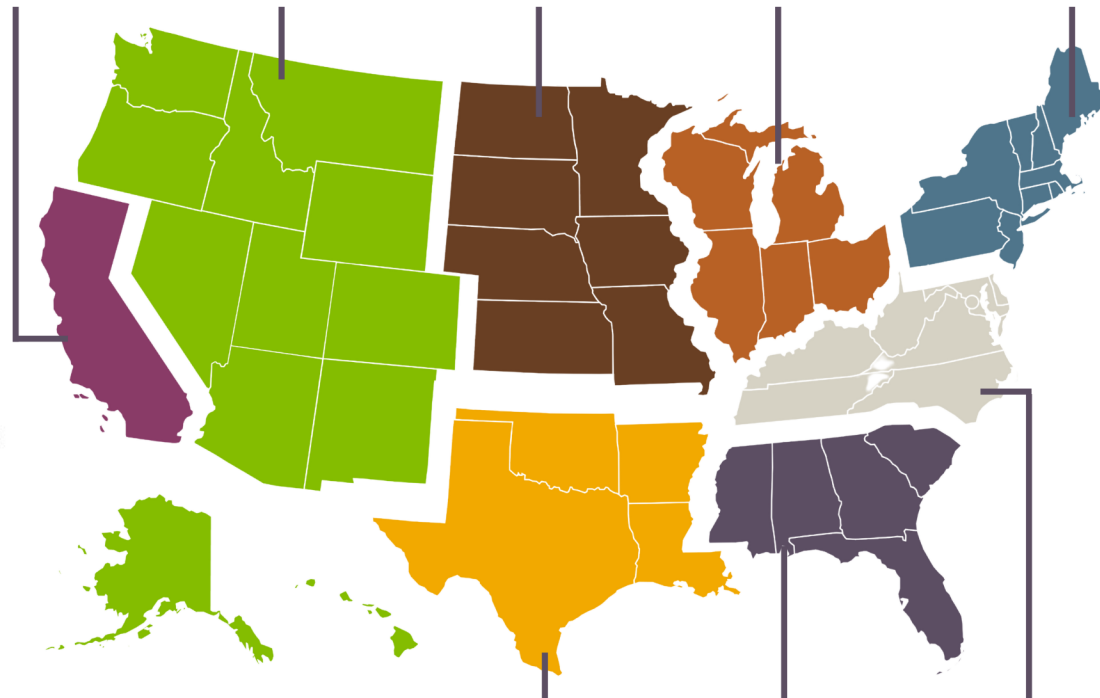
TOTAL GROCERY STORE POTATO SALES

JULY - SEPTEMBER 2023

CALIFORNIA	WEST	PLAINS	GREAT LAKES	NORTHEAST
Dollar Sales \$359,968,482	Dollar Sales \$476,808,187	Dollar Sales \$326,279,413	Dollar Sales \$676,666,302	Dollar Sales \$701,196,134
% Change vs YA 7.6%	% Change vs YA 10.8%	% Change vs YA 11.1%	% Change vs YA 9.1%	% Change vs YA 6.9%
Volume Sales 130,355,587	Volume Sales 195,783,290	Volume Sales 128,714,736	Volume Sales 252,741,834	Volume Sales 249,305,092
% Change vs YA -2.0%	% Change vs YA -1.7%	% Change vs YA -1.0%	% Change vs YA -2.1%	% Change vs YA -0.7%



The volume share of each region varies.



CALIFORNIA

WEST

PLAINS

GREAT LAKES

NORTHEAST

SOUTH CENTRAL

SOUTHEAST

MIDSOUTH

Volume Share

8%

12%

8%

15%

15%

12%

16%

15%

SOUTH CENTRAL

Dollar Sales	\$493,259,088
% Change vs YA	10.8%
Volume Sales	204,677,347
% Change vs YA	-2.8%

SOUTHEAST

Dollar Sales	\$712,257,868
% Change vs YA	10.0%
Volume Sales	260,115,552
% Change vs YA	-0.7%

MIDSOUTH

Dollar Sales	\$641,311,481
% Change vs YA	6.4%
Volume Sales	241,205,050
% Change vs YA	-3.0%



TOTAL GROCERY STORE POTATO SALES

JULY - SEPTEMBER 2023

Calendar Year by Quarter January - September 2023

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
January - March 2023	\$4,250,036,946	16.4%	▲	1,784,234,743	-4.3%	▼	\$2.38	21.6%	▲
April - June 2023	\$4,408,177,265	14.5%	▲	1,720,320,364	-3.3%	▼	\$2.56	18.4%	▲
July - September 2023	\$4,389,746,956	9.5%	▲	1,662,898,490	-1.7%	▼	\$2.64	11.5%	▲
January - September 2023	\$13,047,961,167	13.4%	▲	5,167,453,597	-3.1%	▼	\$2.53	17.0%	▲

Five Year July - September Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
July - September 2019	\$2,949,939,288	2.2%	▲	1,629,667,152	0.6%	▼	\$1.81	1.6%	▲
July - September 2020	\$3,370,038,908	14.2%	▲	1,808,440,905	11.0%	▲	\$1.86	2.9%	▲
July - September 2021	\$3,366,984,778	-0.1%	▲	1,720,615,804	-4.9%	▼	\$1.96	5.0%	▲
July - September 2022	\$4,007,670,319	19.0%	▲	1,692,375,564	-1.6%	▼	\$2.37	21.0%	▲
July - September 2023	\$4,389,746,956	9.5%	▲	1,662,898,490	-1.7%	▼	\$2.64	11.5%	▲

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.

