

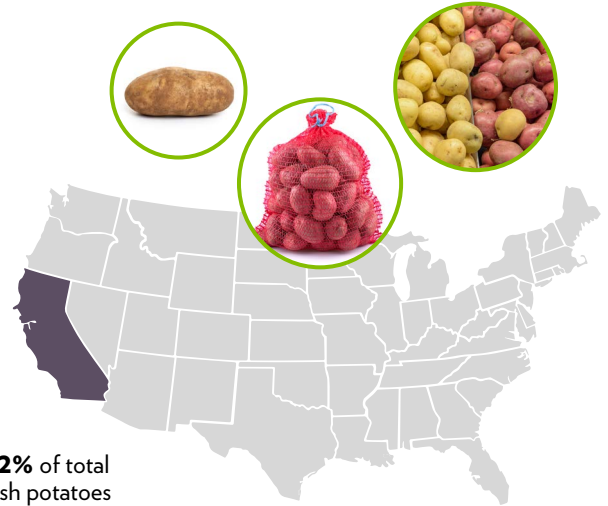
2024 CALENDAR YEAR FRESH POTATO PERFORMANCE AND MERCHANDISING REVIEW

Potatoes remain a dependable, year-round powerhouse in the produce department. Purchased by 85% of U.S. households, they lead vegetable sales by volume and rank as the third-largest produce item overall. In 2024, deflationary conditions fueled strong pound growth and a renewed preference for larger bags. This presents opportunities for growers and retailers to capitalize on potato demand and drive shared growth.

Want the full report? [Schedule a free meeting with Potatoes USA](#) to discover how these insights can increase sales.

TOP FINDINGS – CALIFORNIA

- California accounted for 9.2% of total potato volume sales at retail, under-indexing vs. total produce and vegetables.
- 2024 marked the state's second-highest dollar and volume sales in six years.
- Deflation pressured dollar sales but boosted volume, with russets impacted the most.
- Large packs, including 10-pound bags, made a strong comeback with volume up 7.8%.
- Russet, yellow, and red potatoes held above-average popularity in California.



CALIFORNIA SHARE OF THE U.S. MARKET IN UNIT SALES

9.3% of total food and beverages **10.1%** of total fresh departments **11.6%** of total fresh produce **11.6%** of total fresh vegetables **9.2%** of total fresh potatoes

Source: Circana, Integrated Fresh, California region as a share of total U.S., MULO+, 52 w.e. 12/29/2024

2024 SALES PERFORMANCE

California's potato unit and volume sales grew year-over-year, while dollar sales declined in line with the national average at -5.0%.

Total U.S. vs. California	\$ sales	\$ vs. YA*	Unit sales	Units vs. YA*	Volume sales	Pounds vs. YA*
U.S. vegetables	\$43.9B	+2.2%	18.2B	+2.2%	22.4B	+2.7%
California vegetables	\$5.3B	+1.6%	2.1B	+0.4%	2.4B	+0.7%
U.S. potatoes	\$4.3B	-4.8%	1.2B	+3.0%	4.7B	+3.8%
California potatoes	\$402M	-5.0%	105M	+1.7%	423M	+3.6%

Source: Circana, Integrated Fresh, Total U.S. and California region, MULO+, 52 w.e. 12/29/2024
 **YA* stands for "year ago."

2024 VOLUME PERFORMANCE BY VARIETY

Volume performance varied by variety. Russet potatoes grew 1.4% in volume in California, driving the majority of overall gains.

2024	Volume sales total U.S.	Volume share	Volume sales % vs. YA*	Volume sales California	Volume share	Volume sales % vs. YA*
Total potatoes	4.7B	100.0%	+3.8%	423M	100.0%	+3.6%
Russet	2.9B	60.8%	+6.8%	247M	58.5%	+1.4%
Yellow	724M	15.3%	+4.3%	45.2M	10.7%	+1.1%
Petite	235M	5.0%	+7.0%	25.6M	6.1%	+21.7%
Red	464M	9.8%	-12.5%	25.6M	6.1%	-13.1%
White	179M	3.8%	-3.7%	17.1M	4.1%	+4.2%
Fingerling	6M	0.1%	+14.2%	0.9M	0.2%	+32.9%
Purple	0.5M	<0.1%	-10.8%	37K	<0.1%	+30.6%

Source: Circana, Integrated Fresh, Fresh potatoes, Total U.S. and California region, MULO+, 52 w.e. 12/29/2024
 **YA* stands for "year ago."

Unlock customized insights and proven strategies to drive potato category growth.

Schedule your complimentary meeting with Potatoes USA today by contacting retail@potatoesusa.com.

