

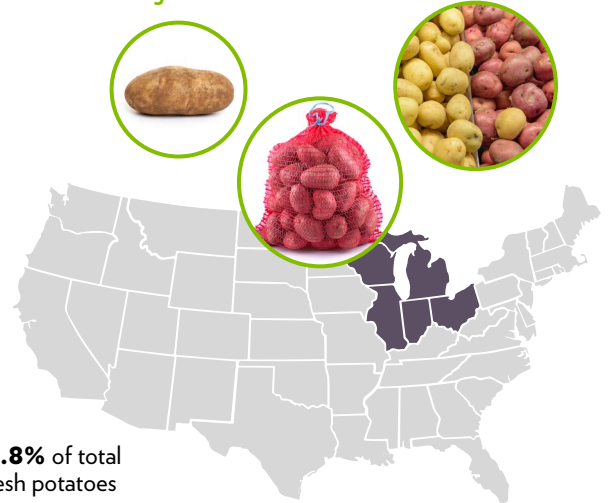
2024 CALENDAR YEAR FRESH POTATO PERFORMANCE AND MERCHANDISING REVIEW

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 – GREAT LAKES

- The Great Lakes region accounted for nearly 14% of total potato volume sales at retail.
- 2024 marked the region's second-highest dollar and volume sales in six years.
- Deflation affected dollar sales but boosted volume, with russets impacted most.
- Russet potatoes made up more than 60% of volume sales; the region over-indexed for yellow potatoes.
- The region contributed nearly 13% of organic potato sales but under-indexed for organics overall.



GREAT LAKES SHARE OF THE U.S. MARKET IN UNIT SALES

14.6% of total food and beverages **14.4%** of total fresh departments **13.8%** of total fresh produce **13.7%** of total fresh vegetables **13.8%** of total fresh potatoes

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

2024 SALES PERFORMANCE

Potato sales in the Great Lakes saw dollar declines year-on-year, but unit and volume growth outpaced the national average, including a strong 4.2% increase in volume.

Total U.S. vs. Great Lakes	\$ 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%
Great Lakes vegetables	\$5.8B	+2.3%	2.5B	+2.8%	3.2B	+4.8%
U.S. potatoes	\$4.3B	-4.8%	1.2B	+3.0%	4.7B	+3.8%
Great Lakes potatoes	\$611M	-3.2%	170M	+4.1%	708M	+4.2%

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

2024 VOLUME PERFORMANCE BY VARIETY

Pound performances varied widely by variety, with the Great Lakes region moving 6.0% more russet potatoes in 2024. Yellow and petite potatoes all grew in pound sales year-over-year.

2024	Volume sales total U.S.	Volume share	Volume sales % vs. YA*	Volume sales Great Lakes	Volume share	Volume sales % vs. YA*
Total potatoes	4.7B	100.0%	+3.8%	708M	100.0%	+4.2%
Russet	2.9B	60.8%	+6.8%	445M	62.8%	+6.0%
Yellow	724M	15.3%	+4.3%	122M	17.2%	+4.7%
Petite	235M	5.0%	+7.0%	29M	4.1%	+5.4%
Red	464M	9.8%	-12.5%	74M	10.4%	-9.1%
White	179M	3.8%	-3.7%	3.4M	0.5%	-37.2%
Fingerling	6M	0.1%	+14.2%	0.9M	0.1%	+55.2%
Purple	0.5M	<0.1%	-10.8%	34K	<0.1%	-67.6%

Source: Circana, Integrated Fresh, Fresh potatoes, Total U.S. and Great Lakes 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.

