

2024

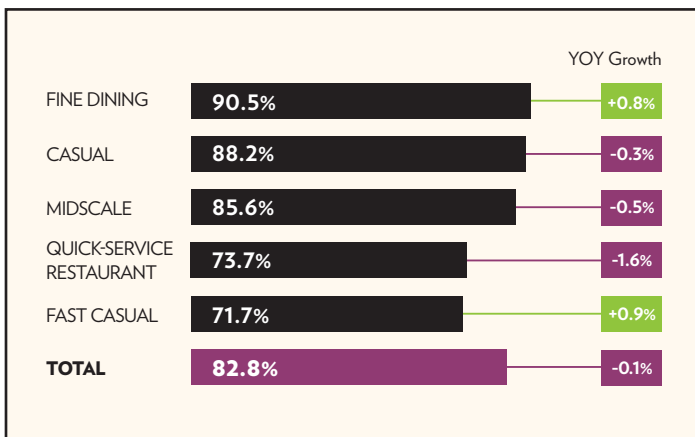
POTATO MENU TRENDS FOR FOODSERVICE INDUSTRY

Datassential



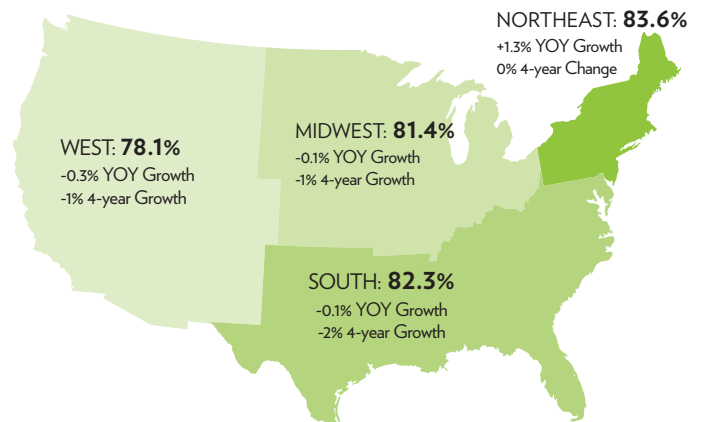
MADE FOR THE MENU

Potatoes continue to be one of the most menued items in America, appearing on nearly 83% of all U.S. restaurant menus. Menu inclusion continues to increase in fine dining and fast casual, while casual and midscale remain stable. The chart below shows potato menu penetration by operator segment.



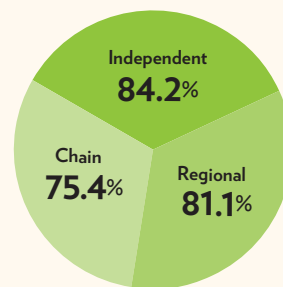
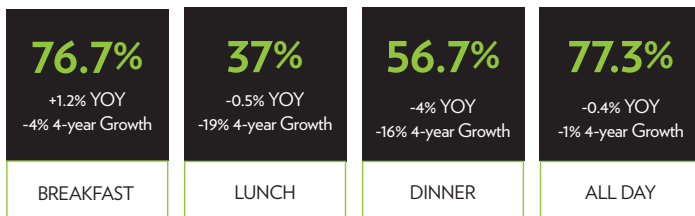
BELOVED NATIONWIDE

Menu penetration varies region to region, but love for potatoes remains strong nationwide. And while the South and Northeast tend to menu more potato dishes, the Midwest and West are close behind. The charts below show the percentage of operators that menu potatoes by region and by restaurant type.



ORDERED ALL DAY LONG

Potatoes are consistently a breakfast and all-day menu all-star. Potato-based bowls, soups, crusts, and toppers are all in the ubiquity or proliferation stage, meaning they're well-menued and well-liked. Below are the potato menu inclusion percentages by daypart.



INDEPENDENT & REGIONAL RESTAURANTS

are most likely to menu potatoes.

Menu penetration by restaurant type



POTATO DISH TRENDS



TOP POTATO DISHES

By penetration

- Fries (**72.1%**)
- Mashed (**27.8%**)
- Potato Salad (**16.3%**)
- Hash Brown (**16.1%**)
- Baked Potato (**12.5%**)



TRENDING DISHES

By 4-year growth

- Gluten-Free Pizza (**+305%**)
- Jeera Aloo (**+102%**)
- Truffle Fries (**+69%**)
- Buffalo Chicken Fries (**+59%**)
- Loaded Fries (**+52%**)



TRENDING FLAVORS

By 4-year growth

- Mango Habanero (**+325%**)
- Chicken Bacon Ranch (**+279%**)
- Nashville Hot (**+197%**)
- Hot Honey (**+178%**)
- Parmesan Sauce (**+85%**)

IT'S FRY TIME

Fries are the most menued potato dish, with twists on classics (truffle fries, buffalo chicken fries, loaded fries) seeing strong year-over-year growth. When it comes to fry types, though, traditional varieties like curly, seasoned, home style, and crinkle cut all rank among consumers' most loved across generations.

FRIES	TOTAL U.S.	GEN Z	MILLENNIALS	GEN X	BOOMERS
Fries	91%	90%	90%	93%	91%
Curly Fries	85%	83%	88%	91%	78%
Seasoned Fries	85%	83%	89%	87%	81%
Home Fries	84%	71%	85%	89%	87%
Crinkle Cut Fries	82%	73%	83%	88%	82%

Affinity by demographics; % who "like" or "love" potatoes.

KEY TAKEAWAYS

The foodservice industry became a 1 trillion dollar industry in 2024 and continues to grow and evolve, much like patrons' love for potatoes. Here are the biggest shifts from this past year:

- Potatoes continue to be one of the most menued items in America.
- The breakfast and all-day categories keep their crown as the most popular dayparts.
- Mango habanero, chicken bacon ranch, Nashville hot, and hot honey are the top potato flavors, each of them boasting at least 175% menu growth over the past four years.
- Fries are the most menued potato dish, and fresh twists on traditional fry varieties are gaining popularity.

METHODOLOGY

MenuTrends by Datassential is the foodservice industry's system for tracking trends at commercial and noncommercial restaurants. The primary U.S. Chains & Independents database is made up of 4,800 restaurants that are balanced to the U.S. restaurant landscape. Data is reported using two key metrics, penetration and incidence, across millions of menu items to identify patterns and forecast future trends.