

# TOTAL GROCERY STORE POTATO SALES

## JANUARY - MARCH 2024

	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Price	% Change vs YA	
<b>Q3 FY24</b>	<b>\$4.6 B</b>	<b>4.4%</b>		<b>2.0 B</b>	<b>5.6%</b>		<b>\$2.29</b>	<b>-1.2%</b>	
Q3 FY23	\$4.4 B	16.8%		1.9 B	-3.9%		\$2.32	21.5%	
Q3 FY22	\$3.8 B	7.5%		2.0 B	-3.9%		\$1.91	11.9%	
Q3 FY21	\$3.5 B	-2.1%		2.1 B	-5.9%		\$1.71	4.1%	
Q3 FY20	\$3.6 B	19.2%		2.2 B	19.1%		\$1.64	0.1%	
Q3 FY19	\$3.0 B			1.8 B			\$1.64		

	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			
<b>Potato Chips</b>	\$2,136,023,719	3.3%		47%	1,287,893,135	1.7%		36%	\$6.63	1.5%	
<b>Fresh Potatoes</b>	\$1,069,928,408	0.6%		23%	1,155,960,237	7.6%		33%	\$0.93	-6.5%	
<b>Frozen Potatoes</b>	\$863,776,929	10.5%		19%	642,800,728	3.3%		18%	\$2.28	7.0%	
<b>Instant Potatoes</b>	\$197,531,494	7.9%		4%	234,945,236	4.6%		7%	\$5.04	3.1%	
<b>Refrigerated Potatoes</b>	\$205,528,388	6.2%		3%	135,536,151	4.7%		1%	\$3.03	1.4%	
<b>Deli-Prepared Sides</b>	\$92,217,868	10.1%		5%	63,455,309	7.8%		6%	\$4.51	2.1%	
<b>Canned Potatoes</b>	\$18,208,581	8.7%		0.4%	24,898,156	4.8%		0.7%	\$1.17	3.8%	
<b>TOTAL</b>	<b>\$4,583,215,387</b>	<b>4.4%</b>			<b>3,545,488,952</b>	<b>5.6%</b>			<b>\$2.29</b>	<b>-1.2%</b>	

\* 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

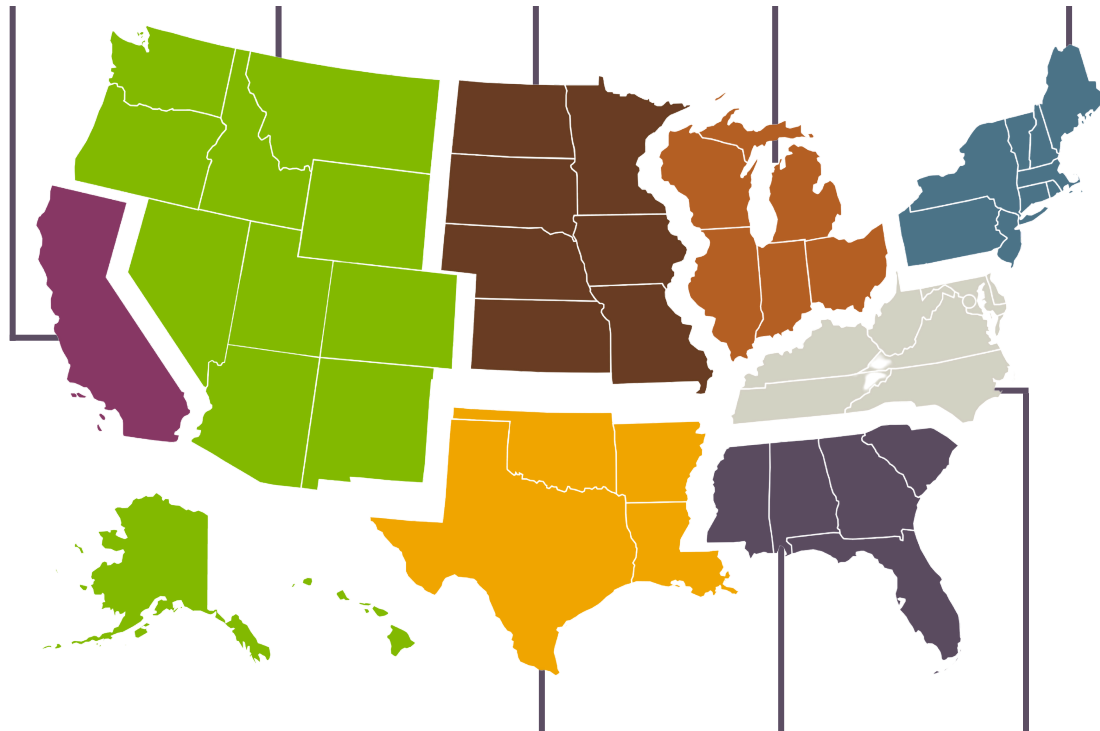
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JANUARY - MARCH 2024

CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
<b>Dollar Sales</b>	\$376,413,960	<b>Dollar Sales</b>	\$489,019,272	<b>Dollar Sales</b>	\$342,848,222	<b>Dollar Sales</b>	\$710,897,936	<b>Dollar Sales</b>	\$729,927,158
% Change vs YA	-0.7%	% Change vs YA	3.9%	% Change vs YA	5.4%	% Change vs YA	5.3%	% Change vs YA	3.8%
<b>Volume Sales</b>	148,458,102	<b>Volume Sales</b>	221,619,024	<b>Volume Sales</b>	161,745,644	<b>Volume Sales</b>	319,984,575	<b>Volume Sales</b>	310,276,030
% Change vs YA	-0.1%	% Change vs YA	4.7%	% Change vs YA	6.1%	% Change vs YA	6.4%	% Change vs YA	5.0%



The volume share of each region varies.



Region	Volume Share
CALIFORNIA	7%
WEST	11%
PLAINS	8%
GREAT LAKES	16%
NORTHEAST	16%
SOUTH CENTRAL	12%
SOUTHEAST	16%
MIDSOUTH	14%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
<b>Dollar Sales</b>	\$506,644,013	<b>Dollar Sales</b>	\$762,758,171	<b>Dollar Sales</b>	\$664,706,655
% Change vs YA	4.8%	% Change vs YA	5.4%	% Change vs YA	5.5%
<b>Volume Sales</b>	233,772,470	<b>Volume Sales</b>	314,043,397	<b>Volume Sales</b>	289,108,770
% Change vs YA	5.4%	% Change vs YA	7.6%	% Change vs YA	6.9%



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## JANUARY - MARCH 2024

*Fiscal Year by Quarter July 2023 - March 2024*

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
July - September 2023	\$4,537,228,069	9.8% ▲	1,770,688,523	-1.1% ▼	\$2.56	11.0% ▲
October - December 2023	\$4,604,425,061	4.6% ▲	2,084,610,182	-0.4% ▼	\$2.21	5.0% ▲
January - March 2024	\$4,583,215,387	4.4% ▲	1,999,008,012	5.6% ▲	\$2.29	-1.2% ▼
<b>July 2023 - March 2024</b>	<b>\$13,724,868,517</b>	<b>6.2% ▲</b>	<b>5,854,306,718</b>	<b>1.4% ▲</b>	<b>\$2.34</b>	<b>4.7% ▲</b>

*Six Year January - March Trends*

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
January - March 2019	\$2,994,764,577		1,827,799,417		\$1.64	
January - March 2020	\$3,571,132,433	19.2% ▲	2,177,812,348	19.1% ▲	\$1.64	0.1% ▲
January - March 2021	\$3,497,715,675	-2.1% ▼	2,049,278,403	-5.9% ▼	\$1.71	4.1% ▲
January - March 2022	\$3,761,013,631	7.5% ▲	1,969,680,086	-3.9% ▼	\$1.91	11.9% ▲
January - March 2023	\$4,391,005,595	16.8% ▲	1,892,906,851	-3.9% ▼	\$2.32	21.5% ▲
January - March 2024	\$4,583,215,387	4.4% ▲	1,999,008,012	5.6% ▲	\$2.29	-1.2% ▲

### 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.