



Potatoes<sup>®</sup>  
USA

## Understanding the Consumer Path to Purchasing Potatoes

Potatoes are a staple in consumers' kitchens. They earn a place on the table whether it's a casual Wednesday night or a Thanksgiving feast. Consumer favorability for potatoes translates to valuable opportunities for you at retail. This guide outlines key findings from the **Potato Path to Purchase** study, fielded by NielsenIQ, about consumer behavior and purchase patterns while providing actionable steps you can take to help drive retail sales.

### FRESH POTATOES

Consumer Understanding ..... 3-4  
 Planning ..... 5  
 Point of Purchase ..... 6  
 Consumption & Usage ..... 7

### FROZEN POTATOES


Consumer Understanding ..... 8  
 Planning & Point of Purchase ..... 9  
 Consumption & Usage ..... 10

### VALUE-ADD POTATOES ..... 11

#### What's Inside

- Potato Consumer Usage and Mindsets.
- Potato Consumer Motivations to Buy.
- Decision-making Process and Touchpoints Along the Path to Purchase.

#### Sneak Peek: Key Insights

- **Look for the  to find actionable insights.**
- Potatoes are a planned purchase.
- People love potatoes for their versatility and taste.
- Planned meals have the most influence on purchases pre-trip.
- Point-of-purchase displays have the most influence on purchases in-store.

# Path to Purchase



Grocery Trip Planning



Purchase Drivers



In-Store Experience



Consumption & Usage



**85%** of Households Are Potato Households



**37%**  
Millennials



**22%**  
Gen X



**36%**  
Boomers



**53%**  
Female



**47%**  
Male

**ALL GENERATIONS**



**38%**  
Households With Kids



**35%**  
Urban



**34%**  
Suburban



**30%**  
Rural

**ALL REGIONS**

**FAVORITES**



**RUSSET**



**YELLOW**



**RED**

✓ Drive additional purchase of favorites using 5-lb. bags to avoid waste.

**OTHER TYPES**



**WHITE**



**FINGERLING**



**PURPLE**



**PETITE**

✓ Drive additional purchase through education and introductions to other types.

## PRIMARY PURCHASE MOTIVATORS



**Versatility:** 89% believe potatoes are versatile and easily adapted to many different types of dishes.

- ✔ Provide on-pack and on-shelf meal inspiration to show potatoes as part of meal lineup throughout week.



**Freshness and Quality:** 84% want see-through bags to guarantee freshness and quality.

- ✔ Use see-through bags for proof.



**Recipe Inspiration:** Significantly motivate purchases when engaged with pre-trip and in-store.

- ✔ Close gap between recipe inspiration and purchase with shoppable recipes, digital grocery lists, cross-merchandising displays.



**Nutrition:** 80% believe potatoes provide essential nutrients and 78% believe they are an overall healthy choice.

- ✔ Include simple nutrition facts in signage.



**Quantity:** Consumers don't want to buy more than they need for risk of food waste.

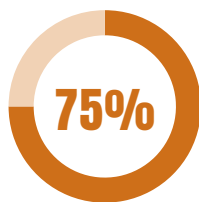
- ✔ Provide tips to help consumers use up larger quantities, extend shelf life at home and properly store potatoes.



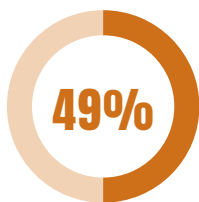
**Price:** 60% compare prices before buying and 56% spend time looking for best prices and deals.

- ✔ Leverage pack size variety and bulk to drive purchases and provide price point flexibility.

## HABITS PREVENT EXPLORATION



believe some types are better than others.



always buy the same type of potato.



of Russet shoppers would forego the purchase and not switch to another type.

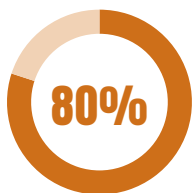
- ✔ Educate on types and substitutions to raise awareness of all types.

- ✔ Ensure tight inventory controls to avoid lost purchases.



**90%+** PRE-PLAN their potato purchases

✓ **Prioritize pre-store touchpoints to influence consumer decisions.**



Plan which potato type they will buy. All types have high pre-trip purchase intent.

Pre-Trip Top Influence: Planned Meals

✓ **Integrate potatoes in recipe suggestions to optimize the pre-planned purchase.**



**Pre-store high-impact influences**

Tactics consumers are engaging with that are driving high reach.

- Price and promotions in circular/flyer
- Recommendations from family and friends
- YouTube recipes
- Product in cookbook
- Shopping list app
- Ad in magazine or newspaper



**Pre-store low-impact influences**

Tactics with high reach but are being underutilized.

- Facebook recipes
- TV ads
- TikTok recipes
- Website recipes
- Pinterest recipes



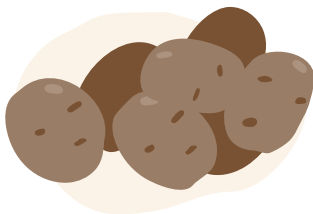
**Influences by generation**

- **Gen Z:** TikTok, friends and family
- **Millennials:** YouTube, TV, TikTok



- **Gen X:** Circulars
- **Boomers:** Flyers

✓ **Leverage consumers' main sources of meal inspiration to help potatoes take a front row seat on weekly menus.**



**44%+** went straight to the type they planned to purchase

✓ **Place potatoes in a readily accessible location within the store.**



### In-store Display

Visual displays and signage drive influence over discounts and promotions in store. 34% say they saw a display and 13% saw a discount or promotion.

✓ **Level up in-store impact with large displays, secondary locations and inspirational signage.**



### Online

Planned purchase shoppers execute by typing in the name of the item they wish to purchase.

✓ **Optimize searchability by ensuring accurate and detailed descriptions of products.**



### In-store High-Impact Influences

Tactics consumers are engaging with and driving high reach.

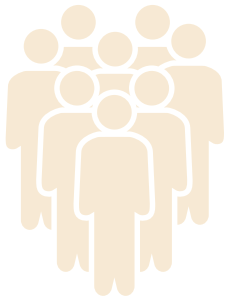
- Displays
- Weekly physical circular/flyer
- Header above product



### In-store Low-Impact Influences

Tactics with high reach but are being underutilized.

- Signage
- Discount or sale
- Special promotion
- Weekly circular/flyer on mobile



## EVERYONE LOVES POTATOES

**78%** agree that potatoes taste great. Consumption is cross-household.

✔ Share family-focused recipes and inspiration.

### DINNER IS KING Among all generations.



**82%**  
use as sidedish



**52%**  
in a recipe



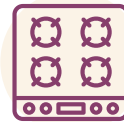
**48%**  
in a stew/soup

✔ Share recipes and inspiration that feature potatoes as part of dinner.

### COOKING METHODS



**69%**  
oven



**64%**  
stovetop



**36%**  
microwave



**31%**  
air fryer

✔ Showcase the flexibility and versatility potatoes offer by spotlighting recipes that use various cooking methods.



### EVERYDAY COOKING

- Russet, yellow and red.
- Driven by familiarity and recipes.
- Popular choice for weekday and weekend dinners.

✔ Highlight new ways of using the more common varieties in special ways.



### SPECIAL OCCASIONS

- Purple/blue, fingerling and white.
- Driven by the desire to experience something unique to celebrate special moments.

✔ Expand special occasions beyond the primary holidays, from date night to self-invented holidays.



**43%**  
Millennials

**MILLENNIALS LOVE  
FROZEN POTATOES**



**53%**  
Female



**47%**  
Male



**45%**  
Households With Kids



**36%**  
Urban

### PRIMARY PURCHASE MOTIVATORS



**Awareness:** 69% lack awareness of different types available.

- ✔ **Provide category education or mix-and-match promotions to improve engagement.**



**Assortment Variety:** 61% buy different types for different meals.

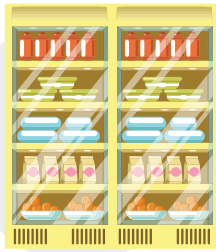
- ✔ **Ensure your shoppers have a variety of inventory to choose from to avoid lost purchases.**



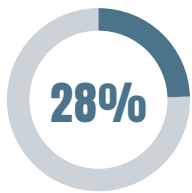
**Price:** 74% always compare price across items/brands before buying.

- ✔ **Price matters and can override loyalty. Ensure discounts/promotions are planned.**





**82%+** **PRE-PLAN** their frozen potato purchases



**Pre-Trip Top Influence: Price**  
Check price and promotions across stores.

✔ **Prioritize promotions to earn purchases in frozen potatoes.**



**Frozen** 🍌 **Fresh**  
76% who buy frozen also buy Russet.  
48% also buy red.  
45% also buy yellow.

✔ **Consider cross-promotions and recipe inspiration that call for both kinds of potatoes.**

**Pre-Store Influences:**



• **Gen Z:** *TikTok, friends and family, YouTube, online searches*

• **Millennials:** *Digital resources*

✔ **Leverage consumers' main sources of meal inspiration to help potatoes take a front seat on weekly menus.**



**36%** went straight to the type they planned to purchase

✔ **Ensure good in-stock positions and provide substitution suggestions to avoid lost purchases.**



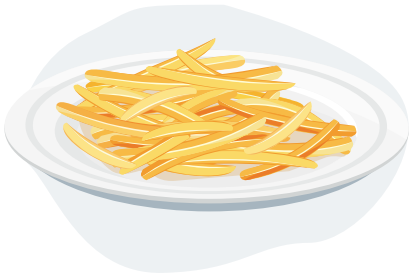
**In-Store Top Influence: Price**  
24% browse across items when finalizing their product selection.

✔ **Display clear and prominent pricing information, leveraging promotions to drive additional purchases.**



**Online**  
Planned purchase shoppers execute by typing in the name of the item they wish to purchase.

✔ **Optimize searchability by ensuring accurate and detailed descriptions of products.**



## EVERYONE LOVES FROZEN POTATOES

Consumption is cross-household, but children index above average.

- ✔ Share family-focused recipes and inspiration.

### DINNER IS KING

Among all generations.



80%  
use as sidedish



52%  
in a recipe



46%  
in a stew/soup

- ✔ Share recipes and cooking inspiration that showcase frozen potatoes for dinner.

### FROZEN FRESH



69%  
oven



56%  
stovetop



47%  
air fryer



35%  
microwave

- ✔ Inspire creativity and experimentation across product types by spotlighting recipes that use various cooking methods.



Value-added Potatoes Provide the Convenience Consumers Crave In Today's Hectic World

## PRIMARY PURCHASE MOTIVATORS



**Convenience:** Quick, hassle-free solutions make meal prep simple and hectic family schedules easier to navigate.



**Shelf-life:** Flexible storage options and longer shelf lives help consumers reduce waste and keep potatoes on hand continuously.



**Consistency:** Consumers can count on a consistent, reliable product due to processing.



**Waste Reduction:** Storage flexibility and package size variety helps consumers reduce food waste.

✔ **Lean into promotional language and signage that spotlight convenience and time savings.**

## VALUE ADDED GO-TOS



**48%**  
Instant



**20%**  
Ready-to-Cook Fresh