

TOTAL GROCERY STORE POTATO SALES

JANUARY - DECEMBER 2024

	DOLLAR SALES			VOLUME SALES (FWE)			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
2024	\$18.2 B	0.7%		14.4 B	3.1%		\$2.34	-2.3%	
2023	\$18.02 B	11.3%		14 B	-1.9%		\$2.40	13.5%	
2022	\$16.2 B	15.0%		14.3 B	-1.0%		\$2.11	16.1%	
2021	\$14.1 B	-1.9%		14.5 B	-7.6%		\$1.82	6.2%	
2020	\$14.4 B	17.5%		15.5 B	14.9%		\$1.71	2.2%	

Potato Sales by Category

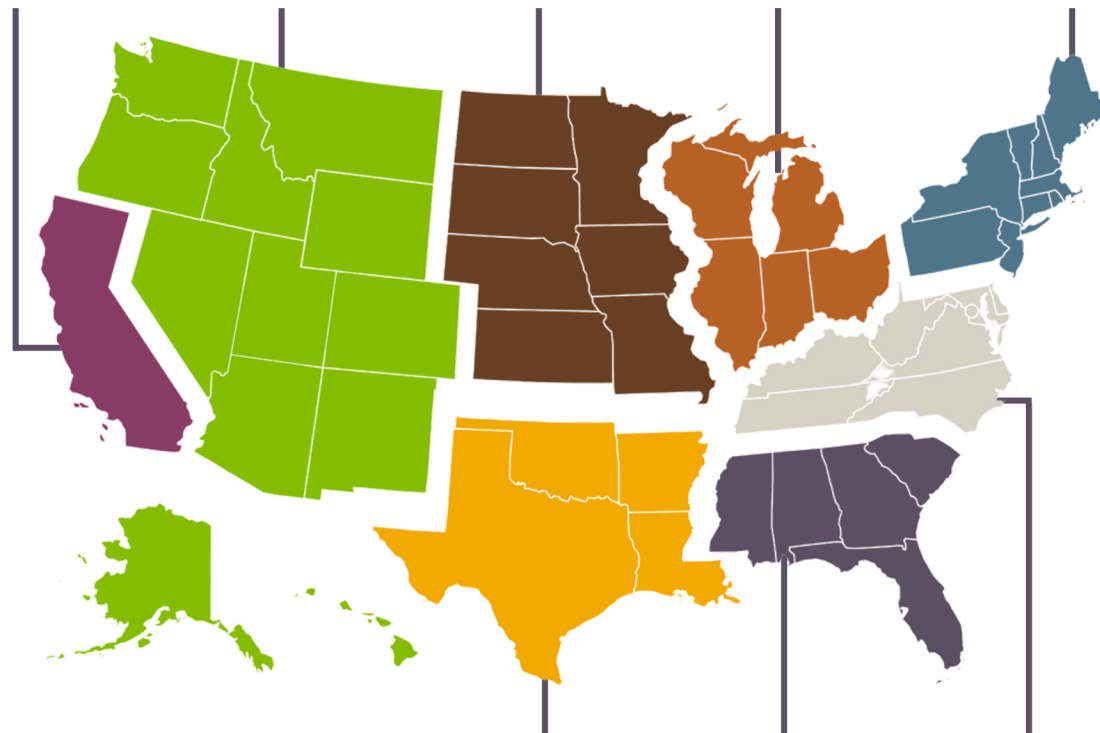
	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales	Grocery Price per Pound	Price % Change vs YA
Potato Chips	\$8,783,891,706	2.1%	48%	5,304,523,996	2.5%	37%	\$6.62	-0.3%
Fresh Potatoes	\$4,073,072,736	-4.9%	22%	4,792,258,294	3.0%	33%	\$0.92	-7.7%
Frozen Potatoes	\$3,312,962,894	3.18%	18%	2,507,941,067	4.5%	17%	\$2.25	-1.3%
Instant Potatoes	\$769,456,143	0.6%	4.2%	935,752,842	0.1%	6.5%	\$4.93	0.5%
Refrigerated Potatoes	\$805,211,235	3.5%	4.4%	535,191,682	1.7%	3.7%	\$3.01	1.8%
Deli-Prepared Sides	\$405,233,789	7.2%	2.2%	275,827,841	5.9%	1.9%	\$4.55	1.2%
Canned Potatoes	\$4,187,266	32.1%	0.02%	4,376,444	15.9%	0.03%	\$1.53	14.0%
TOTAL	\$18,154,015,770	0.7%		14,355,872,166	3.1%		\$2.34	-2.3%

*Fresh Weight Equivalent (FWE): Potato Chips 4:1; Fresh Potatoes 1.08:1; 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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CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$1,495,588,453	Dollar Sales	\$1,930,703,915	Dollar Sales	\$1,370,638,496	Dollar Sales	\$2,842,036,557	Dollar Sales	\$2,899,752,537
% Change vs YA	-0.5%	% Change vs YA	-0.5%	% Change vs YA	0.3%	% Change vs YA	1.1%	% Change vs YA	0.3%
Volume Sales	584,432,650	Volume Sales	871,478,518	Volume Sales	633,080,603	Volume Sales	1,237,135,425	Volume Sales	1,184,370,523
% Change vs YA	1.2%	% Change vs YA	2.4%	% Change vs YA	3.7%	% Change vs YA	3.4%	% Change vs YA	2.6%



The volume share of each region varies.

CALIFORNIA

WEST

PLAINS

GREAT LAKES

NORTHEAST

SOUTH CENTRAL

SOUTHEAST

MIDSOUTH

Volume Share

8%

11%

8%

16%

15%

12%

16%

15%

SOUTH CENTRAL

Dollar Sales \$1,979,297,454

% Change vs YA -0.1%

Volume Sales 892,893,181

% Change vs YA 0.9%

SOUTHEAST

Dollar Sales \$2,991,753,732

% Change vs YA 2.3%

Volume Sales 1,222,098,792

% Change vs YA 5.2%

MIDSOUTH

Dollar Sales \$2,644,244,625

% Change vs YA 1.4%

Volume Sales 1,128,443,605

% Change vs YA 4.5%

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JANUARY - DECEMBER 2024

Calendar Year by Quarter January - December 2024

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
January-March	\$4,575,122,537	4.6%	▲	1,986,144,463	5.8%	▲	\$2.30	-1.1%	▼
April-June	\$4,535,925,825	0.03%	▲	1,832,664,088	1.1%	▲	\$2.48	-1.1%	▼
July-September	\$4,517,620,389	-0.14%	▼	\$1,854,164,424	5.5%	▲	\$2.44	-5.3%	▼
October-December	\$4,525,347,019	-1.4%	▼	\$2,080,960,321	0.5%	▲	\$2.17	-1.9%	▼
January-December 2024	\$18,154,015,770	0.7%	▲	7,753,933,297	3.1%	▲	\$2.34	-2.3%	▼

Five Year January - December Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
2020 (January - December 2020)	\$14,360,713,154	17.5%	▲	8,381,987,483	14.9%	▲	\$1.71	2.2%	▲
2021 (January - December 2021)	\$14,084,022,179	-1.9%	▼	7,742,099,710	-7.6%	▼	\$1.82	6.2%	▲
2022 (January - December 2022)	\$16,192,210,481	15.0%	▲	7,664,419,778	-1.0%	▼	\$2.11	16.1%	▲
2023 (January - December 2023)	\$18,021,927,012	11.3%	▲	7,517,635,645	-1.9%	▼	\$2.40	13.5%	▲
2024 (January - December 2024)	\$18,154,015,770	0.7%	▲	7,753,933,297	3.1%	▲	\$2.34	-2.3%	▼

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 Circana Unify platform and put into this sheet. It includes all Multi-Outlet retailer point of sale data from the list on PotatoesUSA.com.