

POTATOES, THE POWERHOUSE IN PRODUCE

Fresh potatoes continue to be a staple in consumer shopping baskets across the country. Potatoes have one of the highest household penetration of all vegetables:
Fresh potatoes are purchased nearly 11x per year.



85.3%
of households
buy potatoes

Potatoes maintain *Dollars and Growth*

January 2025 - December 2025

Fresh potatoes rank sixth out of 130 fresh produce categories for dollar sales. In the past six years, volume has remained consistently higher than 2019, indicating potatoes' staying power on consumer plates.

**\$4.59
BILLION**

generated in **fresh potato volume** sales at retail

4.4%

of **total produce** dollar sales

**\$1.31
BILLION**

in **additional** sales in latest 52 weeks vs. 2019 sales

9.4%

of **total vegetable** dollar sales

2X BASKET SIZE

Shoppers who buy fresh potatoes spend **\$98.58** per trip, vs. \$49.86 without



\$1 = \$24 MORE

Every **\$1 spent** on fresh potatoes unlocks **\$24.94** in other basket spend

One Extra Purchase = \$218M Potential New Sales

If just half of potato-buying households made **ONE** extra purchase, it would result in an additional \$218 million in sales and an extra **245 million pounds** of potatoes sold annually.



Unlock Potential New Sales Today

Scan the QR code to get our Merchandising Best Practices Guide.