

TOTAL GROCERY STORE POTATO SALES

OCTOBER - DECEMBER 2024

DOLLAR SALES

VOLUME SALES (FWE)

GROCERY PRICE PER POUND

Sales % Change vs YA

Sales % Change vs YA

Sales % Change vs YA

	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
FY25 Q2	\$4.52 B	-1.4%		3.73 B	0.5%		\$2.17	-1.9%	
FY24 Q2	\$4.59 B	4.8%		3.72 B	-0.2%		\$2.22	5.0%	
FY23 Q2	\$4.4 B	17.6%		3.74 B	-1.2%		\$2.11	19.1%	
FY22 Q2	\$3.7 B	4.5%		3.8 B	-5.0%		\$1.77	9.9%	
FY21 Q2	\$3.5 B	13.6%		3.9 B	10.2%		\$1.61	3.1%	

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

	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	\$2,073,045,225	-1.4%		46%	1,238,810,536	-1.5%		33%	\$6.69	0.1%	
Fresh Potatoes	\$1,078,496,002	-3.6%		24%	1,351,401,075	0.1%		36%	\$0.86	-3.7%	
Frozen Potatoes	\$829,332,838	0.31%		18%	636,141,973	4.5%		17%	\$2.22	-4.0%	
Instant Potatoes	\$220,195,462	-2.5%		4.9%	283,863,683	0.4%		7.6%	\$4.65	-2.9%	
Refrigerated Potatoes	\$222,207,403	0.7%		4.9%	151,396,238	-3.1%		4.1%	\$2.94	4.0%	
Deli-Prepared Sides	\$100,908,315	7.9%		2.2%	68,265,218	6.1%		1.8%	\$4.58	1.7%	
Canned Potatoes	\$1,161,774	5.3%		0.03%	1,167,142	-5.1%		0.03%	\$1.59	10.9%	
TOTAL	\$4,525,347,019	-1.4%			3,731,045,866	0.5%			\$2.17	-1.9%	

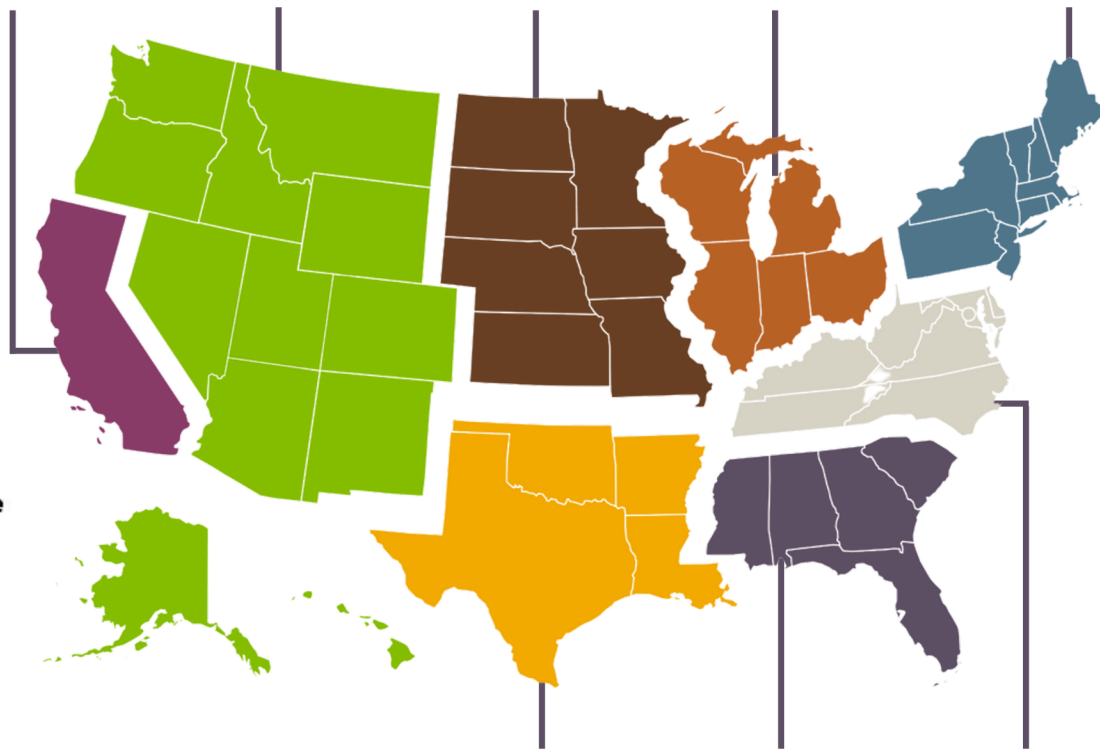
*Fresh Weight Equivalent (FWE): Potato Chips 4:1; Fresh Potatoes 1.08:1; Frozen Potatoes 1.7:1; Instant Potatoes 6:1; Refrigerated Potatoes 2:1; Deli-Prepared Sides 3.1:1; Canned Potatoes 1.6:1



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CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Sales	\$379,054,086	Dollar Sales	\$479,606,690	Dollar Sales	\$336,698,480	Dollar Sales	\$711,609,997	Dollar Sales	\$727,151,158
% Change vs YA	-0.5%	% Change vs YA	-2.8%	% Change vs YA	-2.2%	% Change vs YA	-0.9%	% Change vs YA	-1.8%
Volume Sales	160,472,002	Volume Sales	236,818,785	Volume Sales	170,831,385	Volume Sales	354,455,578	Volume Sales	322,844,230
% Change vs YA	1.6%	% Change vs YA	-0.1%	% Change vs YA	1.5%	% Change vs YA	0.2%	% Change vs YA	1.6%



The volume share of each region varies.

Volume Share

CALIFORNIA	8%
WEST	11%
PLAINS	8%
GREAT LAKES	16%
NORTHEAST	16%
SOUTH CENTRAL	11%
SOUTHEAST	16%
MIDSOUTH	15%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$482,258,007	Dollar Sales	\$749,886,515	Dollar Sales	\$659,082,086
% Change vs YA	-4.1%	% Change vs YA	0.7%	% Change vs YA	-0.8%
Volume Sales	227,810,382	Volume Sales	324,415,948	Volume Sales	303,314,212
% Change vs YA	-5.4%	% Change vs YA	2.4%	% Change vs YA	2.1%

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OCTOBER - DECEMBER 2024

Calendar Year by Quarter October - 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	-1.39% ▼	\$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 October - December Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
FY21 Q2 (October - December 2020)	\$3,564,567,567	13.6% ▲	2,209,402,851	10.2% ▲	\$1.61	3.1% ▲
FY22 Q2 (October - December 2021)	\$3,723,561,703	4.5% ▲	2,099,766,119	-5.0% ▼	\$1.77	9.9% ▲
FY23 Q2 (October - December 2022)	\$4,380,734,241	17.6% ▲	2,074,119,075	-1.2% ▼	\$2.11	19.1% ▲
FY24 Q2 (October - December 2023)	\$4,589,016,531	4.8% ▲	2,069,635,093	-0.2% ▼	\$2.22	5.0% ▲
FY25 Q2 (October - December 2024)	\$4,525,347,019	-1.4% ▼	2,080,960,321	0.5% ▲	\$2.17	-1.9% ▼

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.

