

# 2024 ANNUAL FOODSERVICE VOLUMETRIC REPORT

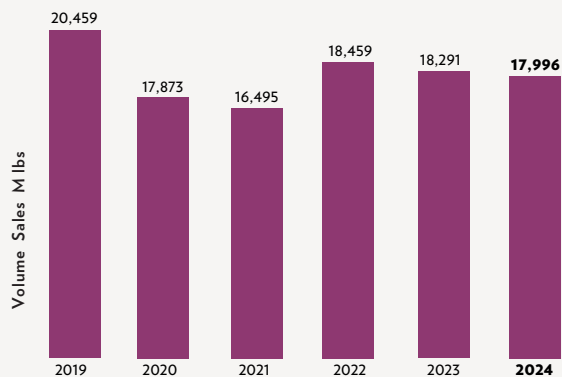
This report measures the total volume and dollar sales of potatoes in the foodservice industry from July 2023 to June 2024.

## HIGHLIGHTS

### AMERICA'S FAVORITE VEGETABLE

Although we saw a -1.6% change in volume sold since July '22-June '23, potatoes continue to be America's Favorite Vegetable.

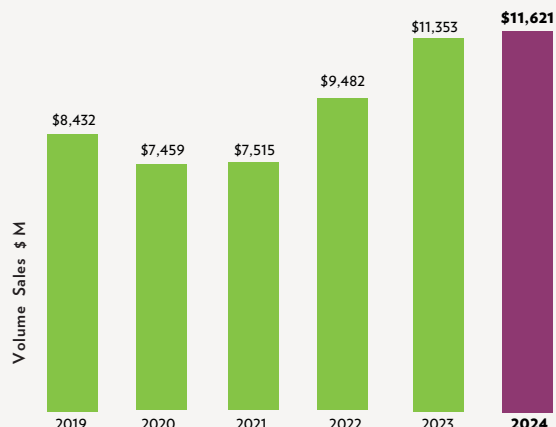
Total potato volume stands at **17,996 MILLION POUNDS**. (All volume is calculated using fresh weight equivalent.)



Note: All years are Potatoes USA fiscal (July 1-June 30)

### RISE IN MARKET VALUE

Market value is up 2.4% versus the previous year despite declines in pounds.



**+ 1 MILLION POUNDS\*** in July '23-June '24

### POTATO VOLUME IS UP IN NONCOMMERCIAL

The noncommercial sector (Travel & Leisure, Colleges & Universities, Healthcare, etc.) represents 22% of the total potato volume. Within this sector, we saw a 1 million pound increase in 2024.

### POTATO VOLUME IS DOWN IN RESTAURANTS

There were modest declines due to decreased traffic counts in restaurants (e.g., fewer customers), and operators are looking at portion sizes.





## KEY FINDINGS

### CHIPS

**1,296** MILLION POUNDS SOLD\*  
+17M lbs from July '22–June '23

The category grew by \$150 million, driven primarily by the vending services segment.

### WHOLE FRESH

**3,615**\*\* MILLION POUNDS SOLD\*  
-48M lbs from July '22–June '23

Whole fresh potatoes lost 1% in volume sold. This is the only potato category that experienced price deflation over the past year (*dollars lost at a higher rate than volume*).

### REFRIGERATED

**658** MILLION POUNDS SOLD\*  
-5M lbs from July '22–June '23

Refrigerated potatoes declined slightly in volume but increased by 5.4% in dollar value.

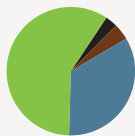


- Roasted: 883 Million • 24%
- Mashed: 799 Million • 22%
- Baked: 780 Million • 22%
- Other sides: 733 Million • 20%
- Other entrées: 418 Million • 12%

### DEHYDRATED

**1,044** MILLION POUNDS SOLD\*  
-44M lbs from July '22–June '23

Dehydrated potatoes are most prominently found in Full-Service Restaurants and Beyond Restaurant segments, each representing about 40% of total market sales.

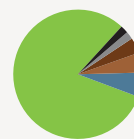


- Mashed: 612 Million • 59%
- Loose: 354 Million • 34%
- Casseroles: 42 Million • 4%
- Other dehydrated: 36 Million • 3%

### FROZEN

**11,383**\*\* MILLION POUNDS SOLD\*  
-215M lbs from July '22–June '23

Frozen potatoes lost 1.8% in volume sold, but gained \$273 million of value due to price inflation.



- Fries: 9,231 Million • 81%
- Tots/shapes: 627 Million • 6%
- Formed hash browns: 570 Million • 5%
- Other frozen potatoes: 495 Million • 4%
- Other breakfast potatoes: 275 Million • 2%
- Loose hash browns: 187 Million • 2%

## METHODOLOGY

Conducted by Technomic, Inc., this annual study measured potato volume data for both fresh and processed potatoes during marketing year July 2023–June 2024 in the United States foodservice marketplace. A structured survey of foodservice operators representing all segments was conducted to gather potato volumes and format usage, including channel interviews with distributors to gather information on volume, trends, and analysis of foodservice distributor potato sales data to 150,000 operators. **For the full study, please contact the foodservice marketing team at Potatoes USA, [Foodservice@PotatoesUSA.com](mailto:Foodservice@PotatoesUSA.com).**

\* All volume is calculated using fresh weight equivalent.

\*\* Totals may not add due to rounding.