

# 2024 FRESH POTATO CONSUMER PROFILE

## Insights to Drive Fresh Potato Sales at Retail



Grocery retailers sell more potatoes by volume than any other vegetable.<sup>1</sup> 82% of consumers report eating potatoes at least once a week, one third eat potatoes at least three times per week, and over 85% of households buy fresh potatoes annually in grocery stores.<sup>2</sup> Retailers can unlock long-term sales growth by understanding potatoes' impact on total basket size and the drivers behind purchase frequency.

### Basket Size

Grocery baskets that include fresh potatoes are nearly twice as valuable as those without.

In fact, fresh potatoes bring in the largest basket size across the produce aisle, just outpacing carrots.<sup>1</sup>



Baskets with Potatoes

**\$97.27**

Baskets without Potatoes

**\$49.12**

### Potato Households



Shoppers 65+ remain the most prominent potato buyers. However, younger households, those raising young children or just starting out, make fewer potato purchases.<sup>1</sup> These shoppers are in life stages when lasting meal habits are forming. By emphasizing in-store merchandising, family-friendly recipes, and nutrition-focused messaging, retailers can convert these growing households to strengthen long-term demand for potatoes.

**Getting Started  
(No children)**

Purchasing least  
amount of potatoes.

**Young Families  
(Children <12)**

Purchasing fewer  
amounts of potatoes.

**Raising Teens  
(Children 12-17)**

Purchasing larger  
amounts of potatoes.

**Established Workers  
(No children)**

Purchasing larger  
amounts of potatoes.

**Retired  
(65+)**

Most prominent  
potato purchasers.

Sources:

1. Integrated Fresh, MULO+, Total US, 52 w.e. 12/29/2024

2. 2025 Annual Consumer Attitudes and Usage Study



# America's Favorite Vegetable



Shoppers buy fresh potatoes approximately 11 times per year, and are likely to cross-purchase with other pantry essentials like milk, bread, eggs, and other fruits and vegetables.<sup>1</sup> Yet nearly one in five consumers say they'd purchase more potatoes if they had recipe inspiration prior to going shopping,<sup>2</sup> highlighting an opportunity to increase sales with strategic digital content and in-store activation.

## Nutrition Snapshot

While versatility and being a real, natural food were among the top reasons consumers ate potatoes in 2024, one in three said they see potatoes as a good fuel source for the body and brain.<sup>2</sup> Retailers who showcase the nutrients in America's favorite vegetable will help consumers feel even more confident purchasing potatoes.

**A 5.3 oz skin-on potato contains:<sup>3</sup>**

|                       |               |  |
|-----------------------|---------------|--|
| <b>Vitamin C:</b>     | <b>27 mg</b>  | Supports collagen production and immune health |
| <b>Potassium:</b>     | <b>620 mg</b> | Critical for muscle function and hydration     |
| <b>Carbohydrates:</b> | <b>26 g</b>   | Key energy source for brain and body           |
| <b>Protein:</b>       | <b>3 g</b>    | Supports muscle health                         |
| <b>Fiber:</b>         | <b>2 g</b>    | Promotes fullness and digestive health         |
| <b>Iron:</b>          | <b>1.1 mg</b> | Carries oxygen to muscles and organs           |



Sources:

1. Integrated Fresh, MULO+, Total US, 52 w.e. 12/29/2024

2. 2025 Annual Consumer Attitudes and Usage Study

3. Fresh Potato Nutrition Label; Potatoes Fuel Performance Infographic