

POTATOES ARE A POWERHOUSE IN PRODUCE

Potatoes continue to be a staple in consumer shopping baskets across the country.

85.2%
of households
buy potatoes

Potatoes have one of the highest household penetration of all vegetables. **Fresh potatoes are purchased nearly 11x per year.**

Potatoes Move *the Pounds*

Potatoes are a key player in the produce section, moving more pounds than any other vegetable.

#1 Potatoes are the No. 1 seller in pounds among fresh vegetables

14%
of total vegetable
pounds sales

9.4%
of total produce
pounds sales

Potatoes Maintain *Dollars and Growth*

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

\$4.44 BILLION
generated in fresh potato
volume sales at retail

4.6%
of total produce sales

\$1.54 BILLION
in additional sales in latest
52 weeks vs. 2019 sales

6.4%
of total vegetable sales

Unlock Growth Potential With *One Extra Purchase*



If **just half of potato-buying households** made **ONE** extra purchase, it would result in an additional **\$214 million in sales** and an extra **232.6 million pounds** of potatoes sold annually.



READY TO HARNESS THE POWER OF POTATOES AT YOUR STORE?

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

