

2025 Consumer ATTITUDES & USAGE OF POTATOES

POTATOES ARE A BELOVED STAPLE

TOP 5 REASONS CONSUMERS LOVE POTATOES:

- #1: Versatile
- #2: Fill You Up
- #3: A Real, Natural Food
- #4: Satisfying
- #5: Everyone Loves Them



BELIEF IN POTATOES' NUTRITIONAL BENEFITS IS AT AN ALL-TIME HIGH:

- Help fuel everyday activities
- Are fuel for the body and brain
- Provide sustained energy
- Are used and approved by athletes



POTATOES ARE AMERICA'S FAVORITE VEGETABLE



For
9 STRAIGHT
YEARS,
potatoes have earned
this prestigious title.

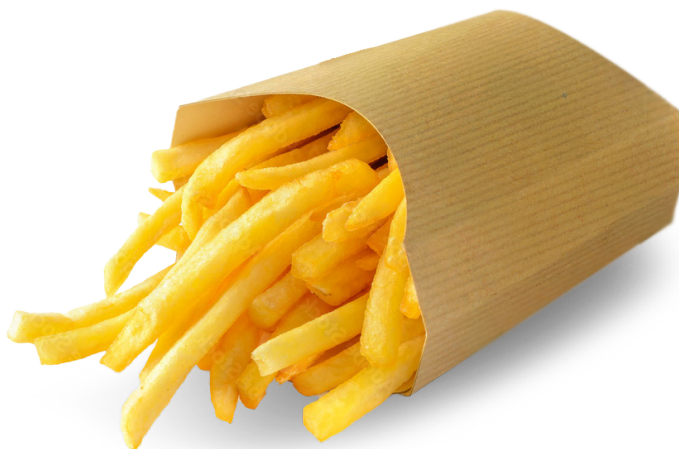
REASONS CONSUMERS SAY THEY DON'T EAT MORE POTATOES:

- Other vegetables have more nutritional benefits
- Potatoes are high in carbs
- They already eat enough potatoes
- They prefer other vegetables
- Potatoes are fattening



FRIES ARE AMERICA'S FAVORITE SIDE DISH

When dining out,
the majority of
consumers rank fries
as their #1 side dish.

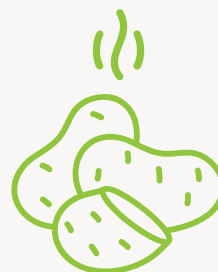




MASHED & BAKED ARE THE TOP POTATO PREPARATIONS



While fries are the favorite when eating out, mashed and baked potatoes tied as the styles most likely eaten in respondents' most recent meal, with fries coming in a close third.



PEOPLE ARE EATING LOTS OF POTATOES!

81% EAT AT LEAST 1 SERVING PER WEEK

1/3

eat more than 3
servings per week



KEY TAKEAWAYS

1. Potatoes' performance benefits are driving stronger overall health perceptions—more consumers believe potatoes fuel performance.
2. Barriers to eating potatoes are lower than in recent years.
3. Overall the love for potatoes remains strong, with potatoes grabbing the top spot as favorite vegetable and side dish when eating out.

METHODOLOGY

The Consumer Attitudes and Usage online study is conducted annually to gather insights on U.S. consumers, evaluating their attitudes towards foods—potatoes in particular—and their dietary choices. This year's study was fielded in February 2025 and included results from 2,000 respondents that were balanced to current census data on gender, income, and age.