

2026 Consumer ATTITUDES & USAGE OF POTATOES

CONSUMERS LOVE POTATOES—WE GOT THE DATA!

AMERICA'S FAVORITE VEGETABLE

Potatoes remain America's Favorite Vegetable for 10 years in a row.

Broccoli, tomatoes, corn, and asparagus round out the top 5.



CONSUMERS BELIEVE POTATOES BRING POSITIVE HEALTH BENEFITS

Potatoes provide nutrients – **72% agree**

Potatoes are healthy – **65%**

Potatoes are nutrient-dense – **59%**

Potatoes are good for athletic performance – **52%**



CONSUMERS INCREASINGLY VIEW POTATOES AS A QUALITY CARB

58% say potatoes are a good carb.

62% say potatoes are an energy-packed vegetable.

AMERICANS EAT POTATOES REGULARLY



22% ate potatoes in the past 24 hours.

51% ate potatoes in the past week.

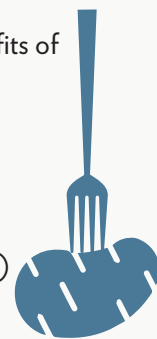
POTATOES ARE A BELOVED FOODSERVICE STAPLE!

- **87%** report eating any potatoes monthly at restaurants.
- Fries continue to be America's favorite side dish when eating out.



GEN Z LOVES POTATOES!

- They rank potatoes as their favorite vegetable, even higher than the general population.
- Potatoes are highly consumed—48% report eating 3+ servings weekly.
- Gen Z's perceptions on the health benefits of potatoes are strong.
- They feel even more positive about the nutrition and performance benefits of potatoes than other generations.
- They are more likely to use recipes (88%) and prioritize foods that are "something you get excited about eating."





POTATO PERCEPTIONS CONTINUE TO IMPROVE

% Ranking Excellent/Good	2026	2020
- Helps fuel me for my everyday activities	68%	61%
- Allows me to feel good about what I and my family are eating	68%	59%
- Provides me with sustained energy	68%	61%
- Are an energy-packed vegetable	62%	55%
- Good for recovery	56%	48%
- Good for athletic performance	52%	43%
- Used and approved by athletes	48%	41%

CONSUMERS ARE MOTIVATED BY MANY ASPECTS WHEN DECIDING TO EAT MORE POTATOES

- #1:** Potatoes are convenient and easy to cook.
- #2:** Potatoes are a great blank canvas for flavor.
- #3:** Potatoes provide the carbohydrates, potassium, and energy you need to perform at your best.
- #4:** There are a wide range of potatoes to fit your active lifestyle.
- #5:** Potatoes are fuel for body and brain.

MOST IMPORTANT FOOD ATTRIBUTES FOR CONSUMERS

- FLAVOR
- FRESHNESS
- VALUE



- HEALTH
- CONVENIENCE
- VERSATILITY

BARRIERS TO INCREASED POTATO CONSUMPTION

Top Barriers

- Other vegetables are perceived as healthier.
- Potatoes are perceived to be high in carbs.
- I already eat enough potatoes.



METHODOLOGY

The Consumer Attitudes and Usage online study is conducted annually to gather insights on U.S. consumers, evaluating their attitudes toward foods—potatoes in particular—and their dietary choices. This year's study was fielded in February 2026 and included results from 2,000 respondents that were balanced to current census data on gender, income, and age.