

# TOTAL GROCERY STORE POTATO SALES

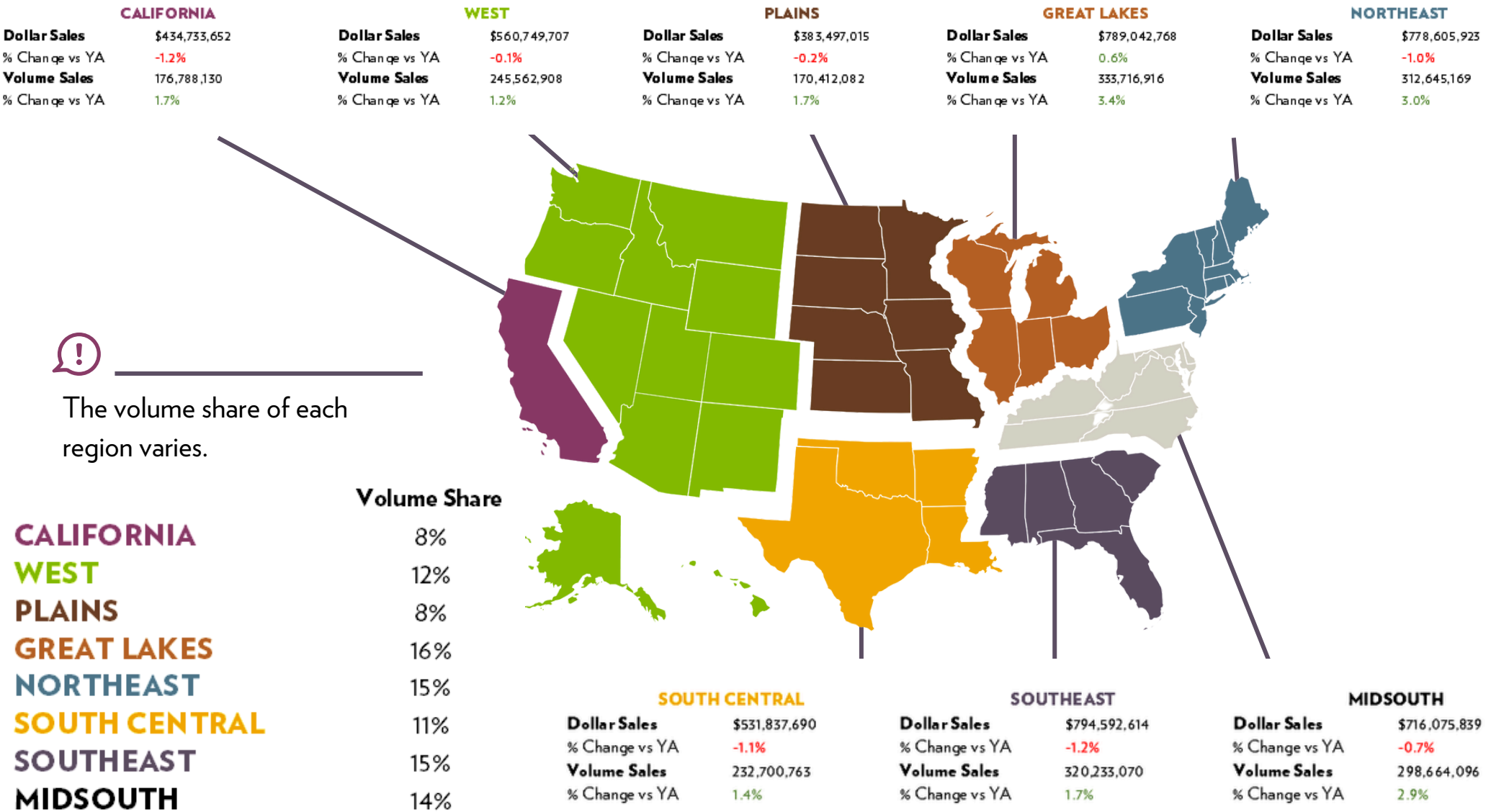
APRIL - JUNE 2025

	DOLLAR SALES			VOLUME SALES (FWE)			GROCERY PRICE PER POUND				
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA			
FY25 Q4	\$4.98 B	-0.6%	▼	3.77 B	2.3%	▲	\$2.39	-2.8%	▼		
FY24 Q4	\$5.01 B	0.5%	▲	3.75 B	1.3%	▲	\$2.45	-0.8%	▼		
FY23 Q4	\$4.99 B	14.67%	▲	3.69 B	-2.6%	▼	\$2.47	17.7%	▲		
FY22 Q4	\$4.35 B	15.3%	▲	3.81 B	3.3%	▲	\$2.10	11.6%	▲		
FY21 Q4	\$3.77 B	-9.0%	▼	3.75 B	-14.2%	▼	\$1.88	6.1%	▲		
	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales	Grocery Price per Pound	Price % Change vs YA			
Potato Chips	\$2,285,218,886	-3.0%	▼	47%	1,384,424,689	-2.1%	▼	37%	\$6.60	-1.0%	▼
Fresh Potatoes	\$1,014,677,972	1.8%	▲	21%	1,208,290,669	4.4%	▲	32%	\$0.91	-2.4%	▼
Frozen Potatoes	\$848,952,074	-1.30%	▼	18%	643,919,201	0.8%	▲	17%	\$2.24	-2.1%	▼
Instant Potatoes	\$172,159,393	-0.4%	▼	3.6%	195,591,757	-0.2%	▼	5.2%	\$5.28	-0.2%	▼
Refrigerated Potatoes	\$375,070,596	0.4%	▲	7.8%	246,379,129	-2.4%	▼	6.5%	\$3.04	2.9%	▲
Deli-Prepared Sides	\$108,925,084	2.8%	▲	2.3%	71,977,221	-1.1%	▼	1.9%	\$4.69	3.9%	▲
Canned Potatoes	\$15,362,133	6.3%	▲	0.32%	21,255,494	11.4%	▲	0.56%	\$1.16	-4.6%	▼

\*Fresh Weight Equivalent (FWE): Potato Chips 4:1; Fresh Potatoes 1.08:1; Frozen Potatoes 1.7:1; Instant Potatoes 6:1; Refrigerated Potatoes 2:1; Deli-Prepared Sides 3.1:1; Canned Potatoes 1.6:1

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Quarterly July 2024 - June 2025

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
July-September	\$4,990,493,448	0.6%	▲	2,063,533,712	6.0%	▲	\$2.42	-5.1%	▼
October-December	\$5,001,964,177	-0.20%	▼	2,315,869,727	1.8%	▲	\$2.16	-2.0%	▼
January-March	\$4,877,903,913	-1.70%	▼	\$2,158,166,629	-0.4%	▼	\$2.26	-1.3%	▼
April-June	\$4,989,135,209	-0.6%	▼	\$2,090,723,134	2.3%	▲	\$2.39	-2.8%	▼
July 2024-June 2025	<b>\$19,859,496,746</b>	<b>-0.5%</b>	▼	<b>8,628,293,202</b>	<b>2.3%</b>	▲	<b>\$2.30</b>	<b>-2.7%</b>	▼

Five Year April - June Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
FY21 Q4 (April - June 2021)	\$3,777,445,627	-9.0%	▼	2,005,842,921	-14.2%	▼	\$1.88	6.1%	▲
FY22 Q4 (April - June 2022)	\$4,354,493,737	15.3%	▲	2,071,144,642	3.3%	▲	\$2.10	11.6%	▲
FY23 Q4 (April - June 2023)	\$4,993,181,731	14.7%	▲	2,017,936,670	-2.6%	▼	\$2.47	17.7%	▲
FY24 Q4 (April - June 2024)	\$5,019,331,216	0.5%	▲	2,044,715,459	1.3%	▲	\$2.45	-0.8%	▼
FY25 Q4 (April - June 2025)	\$4,989,135,209	-0.6%	▼	2,090,723,134	2.3%	▲	\$2.39	-2.8%	▼

## Circana (IRi) Retail Sales Data

Circana (IRI) is a data analytics and market research company headquartered in the U.S. that provides consumer, shopper, and retail market intelligence and analysis focused on the consumer-packaged goods, retail, and healthcare industries. All potato sales data is pulled from the Circana Unify platform and put into this sheet. It includes all Multi-Outlet retailer point of sale data from the list on PotatoesUSA.com.

