



Total Potato Sales

Calendar Year 2020

(CY20 January-December 2020)

Recap:

- ❖ Dollar and volume sales continued five-year highs during 2020.
- ❖ Total dollar sales increased by 16.4%, and volume sales increased by 14.4%.
- ❖ Every category increased in both dollar and volume sales, except for deli-prepared sides.
- ❖ Deli-prepared sides declined by 8.3% in dollar sales and by 10.6% in volume sales.
- ❖ Fresh, frozen, dehydrated, refrigerated, and canned potatoes saw double-digit increases in dollar and volume sales.
- ❖ Dehydrated potatoes had the largest increase in dollar sales and volume sales, 30.2% and 25%, respectively.

CY20 Total Potato Sales

Measures	2020	2019	Change vs YA	% Change vs YA
Dollar Sales	\$13,917,098,509	\$11,952,992,923	\$1,964,105,586	16.4%
Volume Sales	8,015,522,285	7,005,459,761	1,010,062,524	14.4%
Price per Pound	\$1.74	\$1.71	\$0.03	1.8%

*Numbers reflect sales for total multi-outlet retailers.

CY20 Performance

Time	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
13 Week	\$3,434,296,148	12.3%	2,097,616,232	9.4%	\$1.64	2.7%
52 Week	\$13,917,237,016	16.4%	8,015,998,278	14.43%	\$1.74	1.8%
Marketing YTD	\$6,832,314,532	13.0%	3,919,207,528	10.0%	\$1.74	2.7%

*Numbers reflect sales for total multi-outlet retailers. Not all retailers report individual numbers by category.

CY20 Performance by Category

Potatoes by Category	Dollar Sales	Dollar Sales % Change vs YA	Fresh Weight Equivalent (FWE)	Volume Sales (FWE)	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
Potato Chips	\$6,628,347,088	11.1%	4:1	5,370,970,882	38%	6.0%	\$4.94	4.8%
Fresh Potatoes	\$3,519,188,784	20.7%	1:1	4,552,360,454	32%	14.5%	\$0.77	5.5%
Frozen Potatoes	\$2,062,556,069	27.4%	1.7:1	2,581,802,283	18%	23.5%	\$1.36	3.1%
Refrigerated Potatoes	\$693,255,037	21.0%	2:1	559,220,051	4%	12.7%	\$2.48	7.4%
Dehydrated Potatoes	\$638,591,224	30.2%	6:1	1,053,440,507	7%	25.0%	\$3.64	4.1%
Deli Prepared Sides	\$315,890,002	-8.3%	1:1	82,731,642	1%	-10.6%	\$3.82	2.6%
Canned/Bottled Potatoes	\$59,408,810	29.0%	1:1	64,272,793	0%	23.2%	\$0.92	4.7%

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FWE=Fresh Weight Equivalent

CY20 PERFORMANCE BY CATEGORY AND REGION

CY20 Performance by Region

Region	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
California	\$1,216,733,489	19.1%	628,238,375	8%	20.70%	\$1.94	-1.3%
Great Lakes	\$2,177,240,689	15.3%	1,270,530,563	16%	14.0%	\$1.71	1.1%
Mid-South	\$1,992,714,868	17.9%	1,169,475,621	15%	14.8%	\$1.70	2.7%
Northeast	\$2,333,413,669	17.7%	1,248,059,165	16%	16.3%	\$1.87	1.1%
Plains	\$1,057,304,912	13.9%	640,564,129	8%	11.8%	\$1.65	1.9%
South Central	\$1,484,326,281	13.8%	951,223,885	12%	11.9%	\$1.56	1.7%
Southeast	\$2,135,884,637	15.8%	1,175,932,688	15%	13.1%	\$1.82	2.41%
West	\$1,519,618,470	17.5%	931,973,854	12%	14.2%	\$1.63	2.9%

*Numbers reflect sales for total multi-outlet retailers.

Calendar Year Quarterly Trends

Quarter	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
January-March 2020	\$3,382,646,675	15.6%	2,016,566,167	15.1%	\$1.68	0.4%
April-June 2020	\$3,702,291,968	24.1%	2,080,226,500	23.0%	\$1.78	0.9%
July-September 2020	\$3,398,015,574	13.7%	1,821,553,439	10.8%	\$1.87	2.7%
October-December 2020	\$3,434,144,292	12.3%	2,097,176,179	9.3%	\$1.64	2.7%

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5 Year Trends Potato Sales: Marketing YTD

Time Frame	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
2016	\$11,277,379,600	1.5%	7,126,297,653	-0.1%	\$1.58	1.7%
2017	\$11,461,045,716	1.6%	7,118,522,265	-0.11%	\$1.61	1.7%
2018	\$11,708,682,302	2.2%	6,998,528,016	-1.7%	\$1.67	3.9%
2019	\$11,952,682,117	2.1%	7,005,418,528	0.1%	\$1.71	2.0%
2020	\$13,917,237,016	16.4%	8,015,998,278	14.4%	\$1.74	1.8%

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Volume Sales

