

TOTAL GROCERY STORE POTATO SALES

JANUARY - DECEMBER 2023

DOLLAR SALES

VOLUME SALES

GROCERY PRICE PER POUND

	Sales	% Change vs YA		Sales	% Change vs YA	Price	% Change vs YA	
2023	\$17.6 B	10.9%		7.1 B	-2.5%	\$2.46	13.8%	
2022	\$15.8 B	14.7%		7.3 B	-1.2%	\$2.16	16.1%	
2021	\$13.8 B	-2.2%		7.4 B	-8.0%	\$1.86	6.2%	
2020	\$14.1 B	17.1%		8.1 B	14.8%	\$1.75	2.0%	
2019	\$12.1 B	2.2%		7.0 B	0.2%	\$1.72	2.0%	

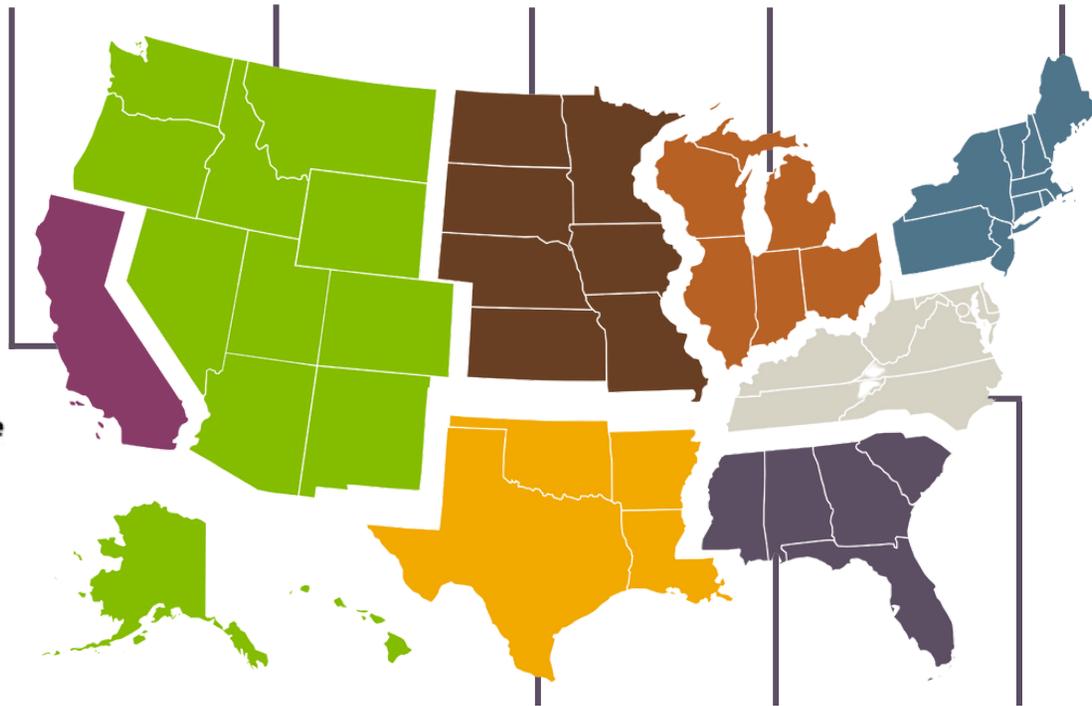
	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales	Grocery Price per Pound	Price % Change vs YA
Potato Chips	\$8,444,282,099	7.2%	48%	5,019,634,727	-2.9%	38%	\$6.73	10.4%
Fresh Potatoes	\$4,039,906,315	6.6%	23%	3,986,766,721	-1.9%	31%	\$1.01	8.7%
Frozen Potatoes	\$3,106,349,985	32.6%	18%	2,291,633,513	-3.4%	18%	\$2.30	37.4%
Instant Potatoes	\$741,939,728	16.2%	4%	894,866,135	-4.5%	7%	\$4.97	21.7%
Refrigerated Potatoes	\$768,685,701	1.3%	3%	518,621,892	-5.5%	1%	\$2.96	7.3%
Deli-Prepared Sides	\$384,658,199	7.8%	5%	264,841,545	2.4%	6%	\$4.50	5.2%
Canned Potatoes	\$61,322,252	7.2%	0.3%	83,545,946	-2.3%	0.6%	\$1.17	9.7%
TOTAL	\$17,547,144,279	10.9%		13,059,910,480	-2.5%		\$2.46	13.8%

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

TOTAL GROCERY STORE POTATO SALES

JANUARY - DECEMBER 2023

CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$1,463,571,610	Dollar Sales	\$1,917,228,498	Dollar Sales	\$1,292,634,370	Dollar Sales	\$2,690,441,158	Dollar Sales	\$2,793,881,907
% Change vs YA	9.4%	% Change vs YA	12.1%	% Change vs YA	11.7%	% Change vs YA	9.9%	% Change vs YA	9.2%
Volume Sales	564,040,413	Volume Sales	843,369,507	Volume Sales	555,837,402	Volume Sales	1,096,644,337	Volume Sales	1,083,867,455
% Change vs YA	-2.7%	% Change vs YA	-2.0%	% Change vs YA	-2.6%	% Change vs YA	-3.2%	% Change vs YA	-2.7%



The volume share of each region varies.

Volume Share

CALIFORNIA	8%
WEST	12%
PLAINS	8%
GREAT LAKES	15%
NORTHEAST	15%
SOUTH CENTRAL	12%
SOUTHEAST	15%
MIDSOUTH	14%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$1,969,503,587	Dollar Sales	\$2,851,141,747	Dollar Sales	\$2,548,741,401
% Change vs YA	12.7%	% Change vs YA	12.4%	% Change vs YA	10.5%
Volume Sales	865,618,461	Volume Sales	1,096,360,586	Volume Sales	1,030,041,229
% Change vs YA	-2.9%	% Change vs YA	-1.3%	% Change vs YA	-3.0%

TOTAL GROCERY STORE POTATO SALES

JANUARY - DECEMBER 2023

Calendar Year by Quarter January - December 2023

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
January - March 2023	\$4,258,818,619	16.4% ▲	1,786,025,841	-4.3% ▼	\$2.38	21.5% ▲
April - June 2023	\$4,416,742,786	14.5% ▲	1,722,718,544	-3.2% ▼	\$2.56	18.3% ▲
July - September 2023	\$4,404,069,567	9.6% ▲	1,668,017,060	-1.5% ▼	\$2.64	11.4% ▲
October-December 2023	\$4,467,513,307	4.2% ▲	1,959,037,946	-1.2% ▼	\$2.28	5.5% ▲
January - December 2023	\$17,547,144,279	10.9% ▲	7,135,799,392	-2.5% ▼	\$2.46	13.8% ▲

Five Year January - December Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
January - December 2019	\$12,050,625,728	2.2% ▲	7,017,936,163	0.2% ▲	\$1.72	2.0% ▲
January - December 2020	\$14,110,282,750	17.1% ▲	8,055,596,255	14.8% ▲	\$1.75	2.0% ▲
January - December 2021	\$13,794,786,636	-2.2% ▼	7,413,450,934	-8.0% ▼	\$1.86	6.2% ▲
January - December 2022	\$15,820,865,004	14.7% ▲	7,321,613,590	-1.2% ▼	\$2.16	16.1% ▲
January - December 2023	\$17,547,144,279	10.9% ▲	7,135,799,392	-2.5% ▼	\$2.46	13.8% ▲

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 IRI Unify platform and put into this sheet. It includes all Multi-Outlet retailer point of sale data from the list on PotatoesUSA.com.