

GROCERY STORE FRESH POTATO SALES

JANUARY - DECEMBER 2025

	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
2025	\$4.29 B	-0.3%		4.596 B	1.0%		\$0.89	-1.4%	
2024	\$4.30 B	-4.7%		4.594 B	3.8%		\$0.91	-8.3%	
2023	\$4.5 B	7.3%		4.57 B	-0.5%		\$0.99	7.9%	
2022	\$4.2 B	16.7%		4.74 B	-0.1%		\$0.92	16.8%	
2021	\$3.6 B	-6.6%		4.79 B	-9.5%		\$0.79	3.2%	

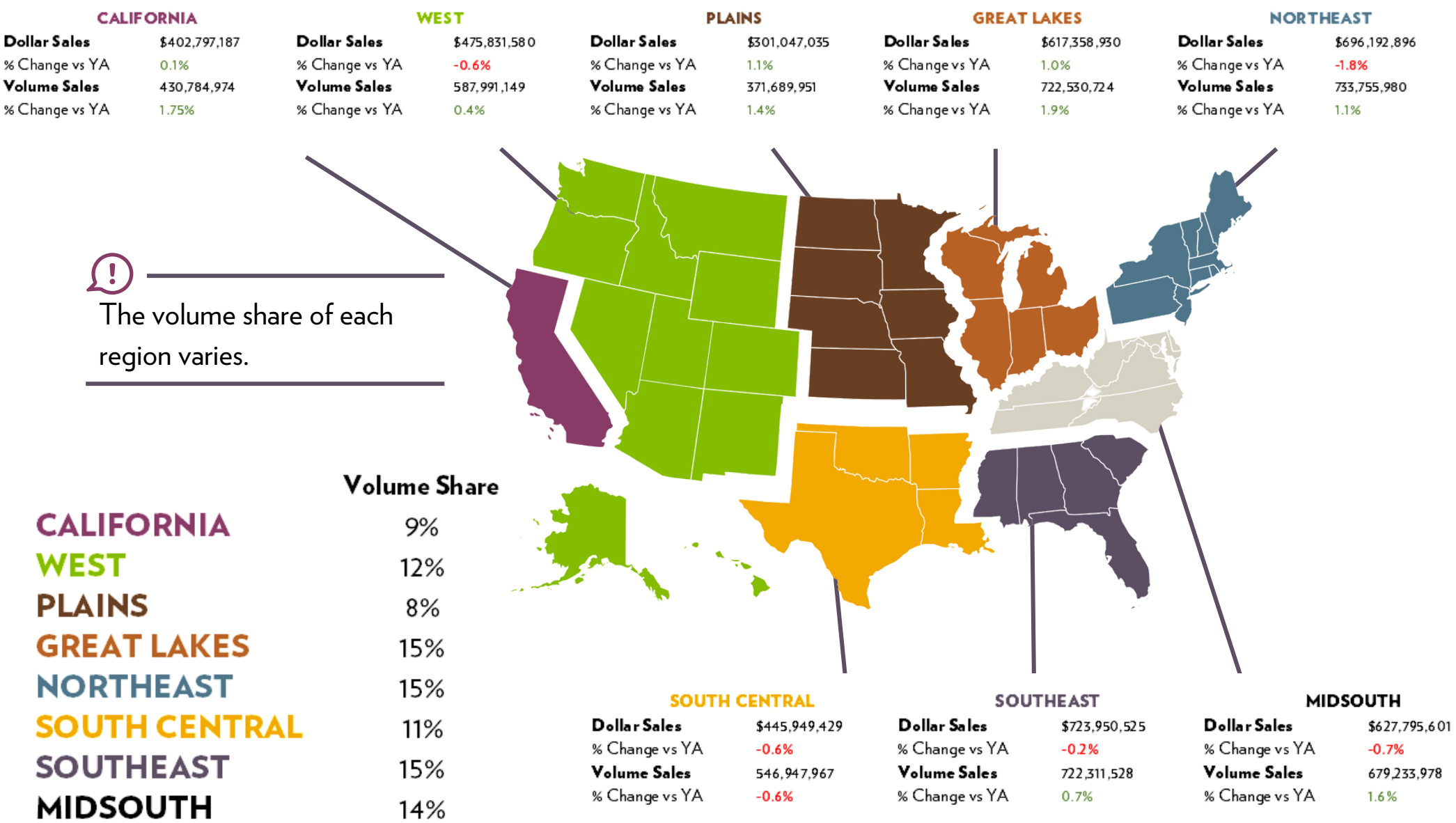
Potato Type Sales

	Dollar Sales	Dollars % Change vs YA		% of Dollar Sales	Volume Sales	Volume % Change vs YA		% of Volume Sales	Grocery Price per Pound	Price % Change vs YA	
Russet	\$1,959,218,697	-3.6%		46%	2,883,805,924	-0.5%		60%	\$0.68	-3.1%	
Yellow	\$789,268,708	6.6%		18%	712,777,811	6.9%		15%	\$1.11	-0.3%	
Red	\$468,470,803	-9.2%		11%	423,651,966	-6.6%		8.8%	\$1.11	-2.8%	
White	\$133,444,426	-10.0%		3%	162,886,318	-9.4%		3.4%	\$0.82	-0.7%	
Petite	\$565,535,610	5.7%		13.2%	247,235,189	6.1%		5.2%	\$2.29	-0.4%	
Medley	\$105,610,088	8.8%		2.5%	46,924,421	9.9%		1.0%	\$2.25	-1.0%	
Fingerling	\$16,957,920	-3.2%		0.4%	6,109,687	-5.5%		0.1%	\$2.78	2.5%	
Purple	\$1,441,305	8.1%		0.03%	521,774	10.9%		0.01%	\$2.76	-2.5%	
All Other	\$46,863,133	18.1%		1.1%	29,732,465	5.9%		0.6%	\$1.58	11.6%	



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Pack Size Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
1 - <2 lbs	\$768,611,916	6.2%	▲	22%	302,214,339	6.3%	▲	7.5%	\$2.54	-0.1%	▼
2 - 4 lbs.	\$416,365,502	5.8%	▲	12%	291,770,307	8.4%	▲	7.2%	\$1.43	-2.4%	▼
5 lbs.	\$1,623,191,025	-3.2%	▼	46%	2,196,237,412	-0.8%	▼	55%	\$0.74	-2.4%	▼
8 lbs.	\$158,311,160	4.2%	▲	4.5%	220,368,695	5.8%	▲	5.5%	\$0.72	-1.4%	▼
10 lbs.	\$478,261,385	-3.6%	▼	14%	967,678,080	-1.0%	▼	24%	\$0.49	-2.6%	▼
> 10 lbs.	\$10,341,152	-39.2%	▼	0.29%	24,225,008	-40.7%	▼	0.6%	\$0.43	2.5%	▲
All Other Sizes	\$62,723,170	-4.4%	▼	1.8%	26,036,973	-5.9%	▼	0.6%	\$2.41	1.6%	▲

Package Type Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
Bag	\$3,251,629,724	-0.4%	▼	80%	3,904,547,989	0.1%	▲	87%	\$0.83	-0.4%	▼
Bulk	\$568,972,389	-5.5%	▼	14%	485,099,347	-0.26%	▼	11%	\$1.17	-5.3%	▼
Micro/Steamer	\$19,580,542	-11.2%	▼	0.5%	10,614,242	-9.3%	▼	0.2%	\$1.84	-2.0%	▼
Single Wrapped	\$42,282,190	-1.5%	▼	1.0%	21,570,511	0.3%	▲	0.5%	\$1.96	-1.8%	▼
Tray	\$23,327,986	3.2%	▲	0.6%	8,126,418	13.3%	▲	0.2%	\$2.87	-9.0%	▼
All Other Packages	\$180,980,655	3.8%	▲	4.4%	83,672,378	4.7%	▲	1.9%	\$2.16	-0.9%	▼



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Conventional and Organic

	Dollar Sales	Dollars % Change vs YA		% of Dollar Share	Volume Sales	Volume % Change vs YA		% of Volume Share	Grocery Price per Pound	Price % Change vs YA	
Conventional	\$3,895,804,102	-1.0%	▼	95%	4,410,081,296	0.2%	▲	97.7%	\$0.88	-1.2%	▼
Organic	\$190,973,597	-0.5%	▼	4.7%	103,548,866	-3.4%	▼	2.3%	\$1.84	2.9%	▲

Quarterly January 2025 - December 2025

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
January-March 2025	\$1,092,437,506	-3.2%	▼	1,225,641,936	-0.6%	▼	\$0.89	-2.6%	▼
April-June 2025	\$1,015,971,166	1.7%	▲	1,120,057,598	4.2%	▲	\$0.91	-2.4%	▼
July-September 2025	\$1,058,536,424	2.3%	▲	1,085,185,797	-0.8%	▼	\$0.98	3.1%	▲
October-December 2025	\$1,123,978,087	-1.7%	▼	1,364,360,921	1.5%	▲	\$0.82	-3.1%	▼
January-December 2025	\$4,290,923,183	-0.3%	▼	4,795,246,252	1.0%	▲	\$0.89	-1.4%	▼

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	
2021 (January - December 2021)	\$3,610,224,629	-6.6%	▼	4,598,620,545	-9.5%	▼	\$0.79	3.2%	▲
2022 (January - December 2022)	\$4,213,306,333	16.7%	▲	4,594,998,172	-0.1%	▼	\$0.92	16.8%	▲
2023 (January - December 2023)	\$4,519,943,747	7.3%	▲	4,570,039,083	-0.5%	▼	\$0.99	7.9%	▲
2024 (January - December 2024)	\$4,305,257,232	-4.7%	▼	4,745,916,324	3.8%	▲	\$0.91	-8.3%	▼
2025 (January - December 2025)	\$4,290,923,183	-0.3%	▼	4,795,246,252	1.0%	▲	\$0.89	-1.4%	▼