

TOTAL GROCERY STORE POTATO SALES

JANUARY - DECEMBER 2025

	DOLLAR SALES		VOLUME SALES (FWE)		GROCERY PRICE PER POUND	
	Sales	% Change vs YA	Sales	% Change vs YA	Sales	% Change vs YA
2025	\$19.9 B	-0.7%	▼ 15.3 B	0.2%	▲ \$2.31	-1.0%
2024	\$20.1 B	1.4%	▲ 15.4 B	3.7%	▲ \$2.33	-2.3%
2023	\$19.8 B	11.3%	▲ 14.9 B	-1.8%	▼ \$2.38	13.4%
2022	\$17.8 B	14.9%	▲ 15.2 B	-0.6%	▼ \$2.10	15.5%
2021	\$15.5 B	-1.2%	▼ 15.4 B	-6.9%	▲ \$1.82	6.1%
	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales
Potato Chips	\$8,970,748,053	-1.5%	▼ 46%	5,416,316,033	-1.5%	▼ 35%
Fresh Potatoes	\$4,290,923,183	-0.3%	▼ 22%	5,178,865,952	1.0%	▲ 34%
Frozen Potatoes	\$3,456,723,390	-2.0%	▼ 18%	2,628,587,880	-0.1%	▼ 17%
Instant Potatoes	\$756,438,532	-2.8%	▼ 3.9%	877,643,894	-2.6%	▼ 5.7%
Refrigerated Potatoes	\$1,484,890,323	0.4%	▲ 7.7%	984,759,789	-2.6%	▼ 6.4%
Deli-Prepared Sides	\$281,226,742	2.8%	▲ 1.5%	142,119,402	0.9%	▲ 0.9%
Canned Potatoes	\$68,228,983	-0.7%	▼ 0.4%	91,399,055	-0.7%	▼ 0.60%

*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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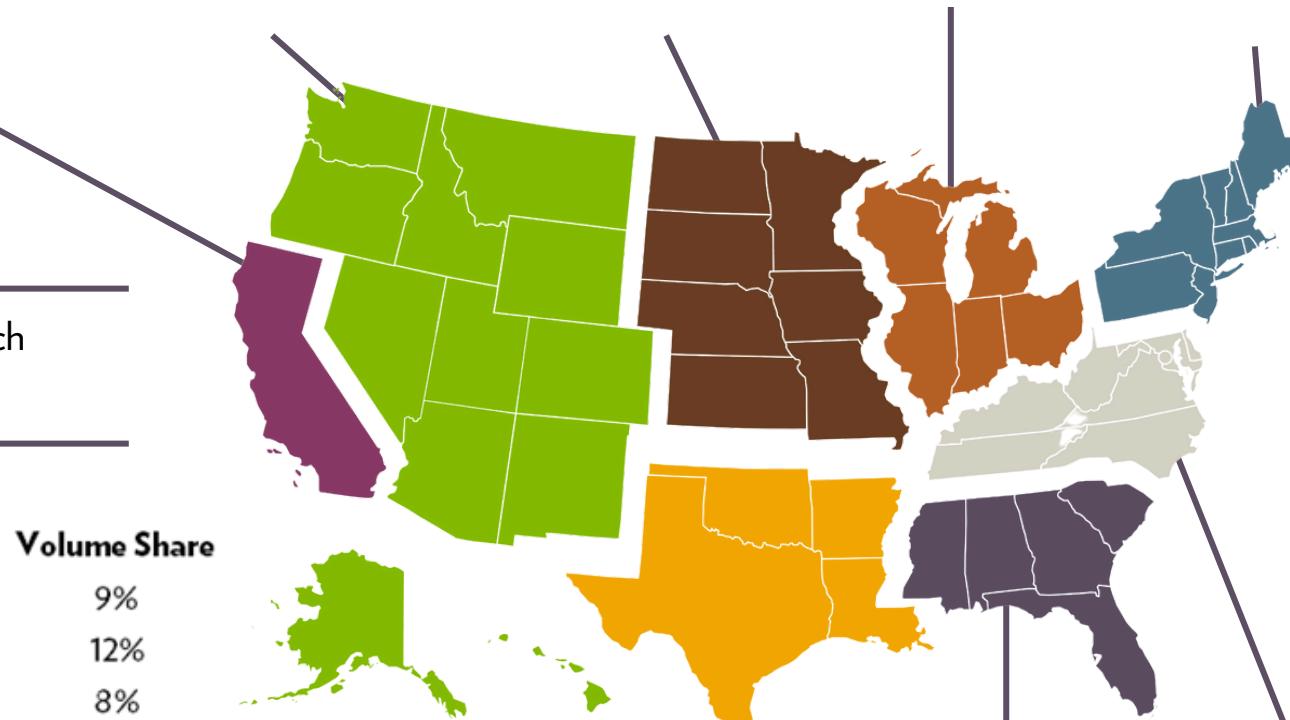
JANUARY - DECEMBER 2025

CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$1,764,771,925	Dollar Sales	\$2,200,750,789	Dollar Sales	\$1,494,681,509	Dollar Sales	\$3,126,409,584	Dollar Sales	\$3,142,630,125
% Change vs YA	-0.9%	% Change vs YA	-1.3%	% Change vs YA	-0.1%	% Change vs YA	0.0%	% Change vs YA	-0.9%

Volume Sales	739,308,202	Volume Sales	1,010,984,652	Volume Sales	694,450,979	Volume Sales	1,372,085,043	Volume Sales	1,310,245,045
% Change vs YA	-0.1%	% Change vs YA	-0.7%	% Change vs YA	0.7%	% Change vs YA	1.0%	% Change vs YA	0.6%



The volume share of each region varies.



SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$2,125,789,967	Dollar Sales	\$3,232,178,791	Dollar Sales	\$2,885,074,988
% Change vs YA	-0.9%	% Change vs YA	-1.3%	% Change vs YA	-0.3%
Volume Sales	953,751,089	Volume Sales	1,331,845,543	Volume Sales	1,243,285,305
% Change vs YA	-0.6%	% Change vs YA	-0.4%	% Change vs YA	1.0%

! Important Note ▲ Sales Increase ▼ Sales Decrease

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JANUARY - DECEMBER 2025

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	\$4,919,157,661	-1.7%	2,169,971,395	-0.6%	\$2.27	-1.1%
April-June 2025	\$5,037,086,620	-0.29%	2,104,298,864	2.4%	\$2.39	-2.6%
July-September 2025	\$5,011,034,530	-0.18%	2,043,679,227	-1.4%	\$2.45	1.2%
October-December 2025	\$5,005,008,868	-0.8%	2,338,006,373	0.4%	\$2.14	-1.2%
January-December 2025	\$19,972,287,679	-0.7%	8,655,955,858	0.2%	\$2.31	-1.0%

Five Year January - December Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales (FWE)	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
2021 (January - December 2021)	\$15,519,894,680	-1.2%	15,319,692,006	-6.9%	\$1.82	6.1%
2022 (January - December 2022)	\$17,831,717,146	14.9%	15,400,709,960	-0.6%	\$2.10	15.5%
2023 (January - December 2023)	\$19,851,581,583	11.3%	14,906,896,253	-1.8%	\$2.38	13.4%
2024 (January - December 2024)	\$20,122,299,619	1.4%	15,247,303,981	3.7%	\$2.33	-2.3%
2025 (January - December 2025)	\$19,972,287,679	-0.7%	15,442,733,493	0.2%	\$2.31	-1.0%

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.

SOURCE: CIRCANA UNIFY INTEGRATED FRESH RETAIL SALES W.E. 12/28/25

! Important Note  Sales Increase  Sales Decrease

Potatoes
USA