

# 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	
<b>2025</b>	<b>\$19.9 B</b>	<b>-0.7%</b>	▼	<b>15.3 B</b>	<b>0.2%</b>	▲	<b>\$2.31</b>	<b>-1.0%</b>	▼
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%	▲

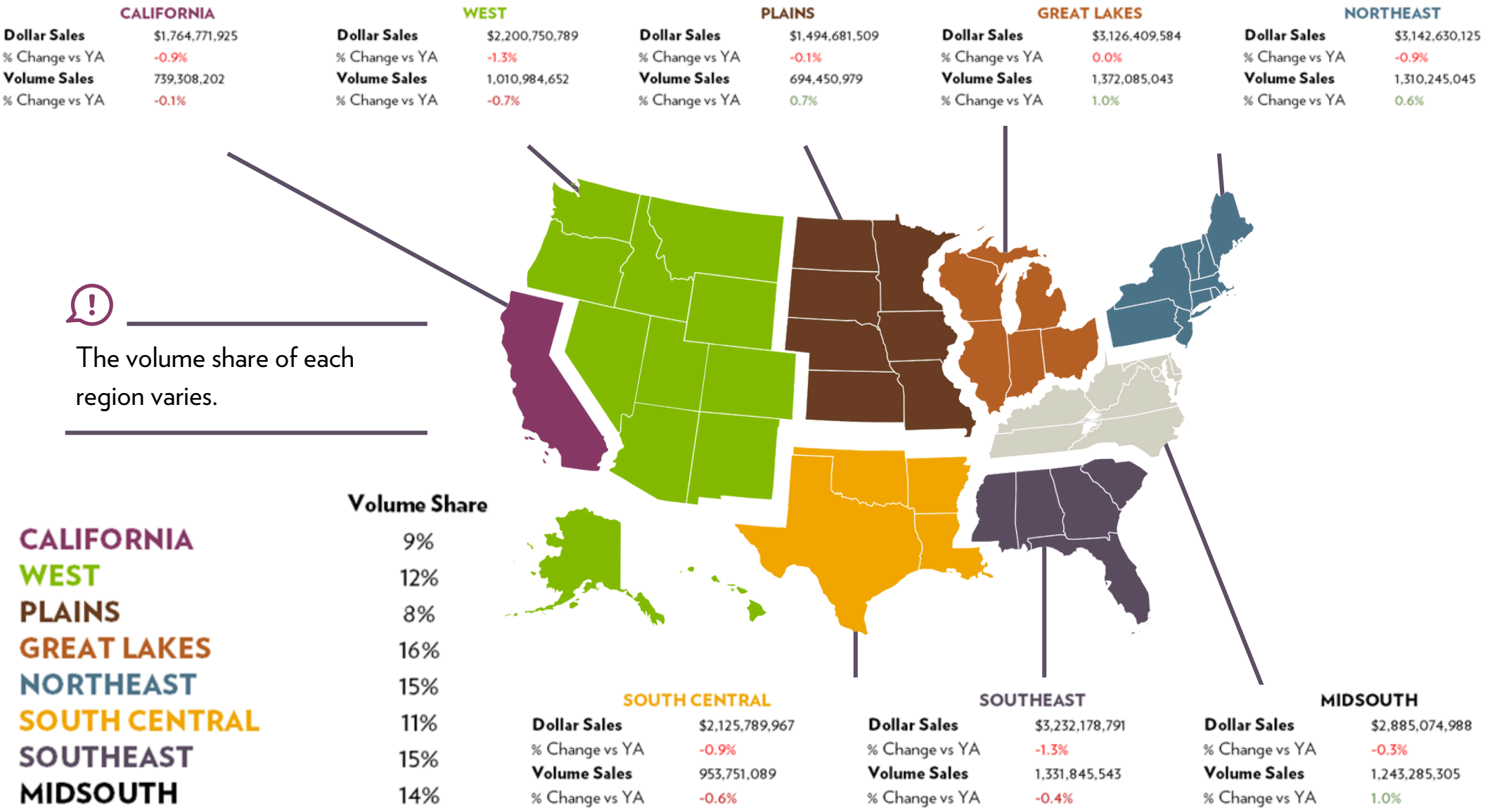
  

	Dollar Sales	Dollars % Change vs YA		% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA		% of Volume Sales	Grocery Price per Pound	Price % Change vs YA	
Potato Chips	\$8,970,748,053	-1.5%	▼	46%	5,416,316,033	-1.5%	▼	35%	\$6.62	-0.01%	▼
Fresh Potatoes	\$4,290,923,183	-0.3%	▼	22%	5,178,865,952	1.0%	▲	34%	\$0.89	-1.4%	▼
Frozen Potatoes	\$3,456,723,390	-2.0%	▼	18%	2,628,587,880	-0.1%	▼	17%	\$2.24	-1.9%	▼
Instant Potatoes	\$756,438,532	-2.8%	▼	3.9%	877,643,894	-2.6%	▼	5.7%	\$5.17	-0.2%	▼
Refrigerated Potatoes	\$1,484,890,323	0.4%	▲	7.7%	984,759,789	-2.6%	▼	6.4%	\$3.02	3.1%	▲
Deli-Prepared Sides	\$281,226,742	2.8%	▲	1.5%	142,119,402	0.9%	▲	0.9%	\$4.55	1.9%	▲
Canned Potatoes	\$68,228,983	-0.7%	▼	0.4%	91,399,055	-0.7%	▼	0.60%	\$2.31	-1.0%	▼

\*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 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	<b>\$19,972,287,679</b>	<b>-0.7%</b>	▼	<b>8,655,955,858</b>	<b>0.2%</b>	▲	<b>\$2.31</b>	<b>-1.0%</b>	▼

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.