

TOTAL GROCERY STORE POTATO SALES

FISCAL YEAR 2023 QUARTER 3

January - March 2023

	DOLLAR SALES			VOLUME SALES (FWE)		PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA	Price	% Change vs YA	
FY23 Q3	\$4.2 B	16.0%	▲	3.2 B	-4.4%	\$2.37	21.2%	▲
FY22 Q3	\$3.6 B	7.1%		3.3 B	-4.7%	\$1.95	12.4%	
FY21 Q3	\$3.4 B	-2.7%		3.5 B	-6.3%	\$1.74	3.8%	
FY20 Q3	\$3.5 B	18.7%		3.7 B	19.0%	\$1.67	-0.2%	
FY19 Q3	\$2.9 B	1.2%		3.1 B	-2.7%	\$1.68	4.1%	

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales	Price per Pound	Price % Change vs YA			
Potato Chips	\$1,970,744,532	11.5%	▲	47%	1,194,825,410	-3.7%	▼	37%	\$6.60	15.7%	▲
Fresh Potatoes	\$997,395,624	12.7%	▲	24%	989,034,471	-5.0%	▼	31%	\$1.01	18.7%	▲
Frozen Potatoes	\$751,182,007	41.9%	▲	18%	591,486,379	-2.9%	▼	18%	\$2.16	46.1%	▲
Instant Potatoes	\$175,915,079	16.5%	▲	4%	213,310,961	-7.6%	▼	7%	\$4.95	26.1%	▲
Refrigerated Potatoes	\$190,633,698	2.8%	▲	3%	126,966,371	-5.8%	▼	1%	\$3.00	9.0%	▲
Deli-Prepared Sides	\$85,698,984	9.6%	▲	5%	60,259,666	2.1%	▲	6%	\$4.41	7.3%	▲
Canned Potatoes	\$15,803,508	7.7%	▲	0.4%	23,113,206	-4.1%	▼	0.7%	\$1.09	12.3%	▲
TOTAL	\$4,187,373,434	16.0%	▲		3,198,996,462	-4.4%	▼		\$2.37	21.2%	▲

* 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

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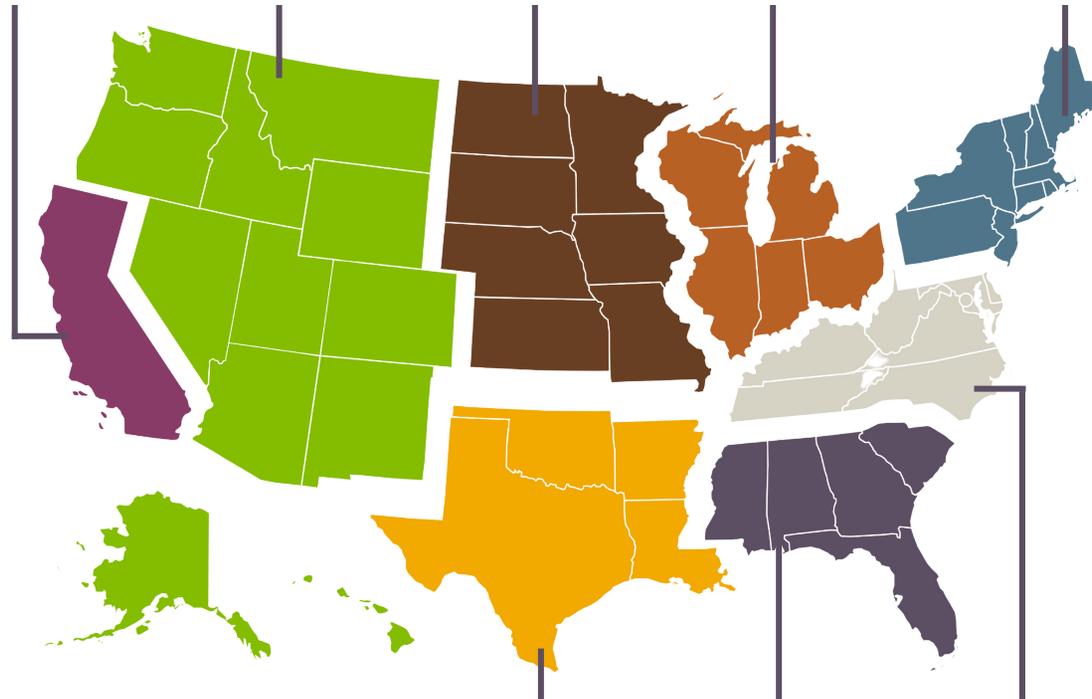
FISCAL YEAR 2023 QUARTER 3

January - March 2023

CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$367,697,585	Dollar Sales	\$458,205,761	Dollar Sales	\$300,034,763	Dollar Sales	\$631,538,942	Dollar Sales	\$665,814,827
% Change vs YA	16.9%	% Change vs YA	17.3%	% Change vs YA	15.7%	% Change vs YA	14.0%	% Change vs YA	13.3%
Volume Sales	142,679,497	Volume Sales	208,031,636	Volume Sales	135,999,957	Volume Sales	271,439,318	Volume Sales	269,905,001
% Change vs YA	-2.0%	% Change vs YA	-3.5%	% Change vs YA	-5.2%	% Change vs YA	-5.2%	% Change vs YA	-3.7%



The volume share of each region varies.



Volume Share

CALIFORNIA	8.1%
WEST	11.8%
PLAINS	7.7%
GREAT LAKES	15.3%
NORTHEAST	15.3%
SOUTH CENTRAL	12.2%
SOUTHEAST	15.4%
MIDSOUTH	14.4%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$471,598,733	Dollar Sales	\$690,412,866	Dollar Sales	\$602,069,936
% Change vs YA	18.8%	% Change vs YA	18.8%	% Change vs YA	14.3%
Volume Sales	215,119,187	Volume Sales	271,599,111	Volume Sales	253,819,647
% Change vs YA	-5.3%	% Change vs YA	-3.3%	% Change vs YA	-6.0%

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FISCAL YEAR 2023 QUARTER 3 JANUARY - MARCH 2023

Fiscal Year by Quarter July - December

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
July - September 2022	\$3,952,863,642	18.6%	1,680,448,237	-1.7%	\$2.35	20.7%
October - December 2022	\$4,223,738,928	17.4%	1,967,339,858	-1.2%	\$2.15	18.8%
January - March 2023	\$4,187,373,434	16.0%	1,768,593,355	-4.4%	\$2.37	21.2%
July 2022 - March 2023	\$12,363,976,003	17.3%	5,416,381,451	-2.4%	\$2.28	20.2%

Five Year October - December Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
January - March 2019	\$2,917,614,520	1.2%	1,739,227,035	-2.7%	\$1.68	4.1%
January - March 2020	\$3,464,236,412	18.7%	2,069,844,594	19.0%	\$1.67	-0.2%
January - March 2021	\$3,370,437,842	-2.7%	1,939,761,542	-6.3%	\$1.74	3.8%
January - March 2022	\$3,610,998,113	7.1%	1,849,143,710	-4.7%	\$1.95	12.4%
January - March 2023	\$4,187,373,434	16.0%	1,768,593,355	-4.4%	\$2.37	21.2%

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.

SOURCE: CIRCANA UNIFY RETAIL SALES 1/2/23-4/2/23

Important Note Sales Increase Sales Decrease