

# TOTAL STORE RETAIL SALES



Marketing Year 2021  
July 2020 – June 2021

## DOLLARS

SALES	% CHANGE VS YA	
<b>\$13.3 B</b>	<b>3.0%</b>	
\$13 B	11.0%	MY 2020
\$11.7 B	1.7%	MY 2019

## POUNDS

SALES	% CHANGE VS YA	
<b>7.28 B</b>	<b>-0.3%</b>	
7.3 B	8.9%	MY 2020
6.7 B	-1.2%	MY 2019

## PRICE PER POUND

PRICE	% CHANGE VS YA	
<b>\$1.83</b>	<b>3.2%</b>	
\$1.77	1.9%	MY 2020
\$1.74	2.9%	MY 2019

Retail Sales MY21 6/29/20-6/27/21

## RETAIL SALES TRENDS

Dollar and volume sales are above MY2019.

Prices increased on all potato categories from MY2020.

All potato categories, except for canned potatoes, increased in dollar sales compared to MY2020.

Refrigerated and frozen potato categories had the highest increase in dollar and volume sales compared to year ago.

## Potato Category Sales

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
<b>CHIPS</b>	\$6,524,547,058	2.8%	1,297,352,784	-1.8%	\$5.03	4.7%
<b>FRESH</b>	\$3,134,620,994	0.2%	3,929,998,132	-1.8%	\$0.80	2.0%
<b>FROZEN</b>	\$1,998,717,462	6.3%	1,467,446,750	4.6%	\$1.36	1.7%
<b>DEHYDRATED</b>	\$588,250,503	0.7%	162,141,792	0.1%	\$3.63	0.6%
<b>REFRIGERATED</b>	\$702,660,280	10.6%	279,746,016	5.3%	\$2.51	5.0%
<b>DELI-PREPARED</b>	\$336,526,489	3.1%	87,172,685	0.9%	\$3.86	2.2%
<b>CANNED</b>	\$50,568,735	-5.4%	55,565,175	-6.8%	\$0.91	1.5%



## Potato Sales by Region

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
<b>CALIFORNIA</b>	\$1,176,777,343	5.1%	▲	573,931,888	1.7%	▲	\$2.05	3.4%	▲
<b>WEST</b>	\$2,083,886,632	2.2%	▲	1,155,973,206	-0.3%	▼	\$1.80	2.5%	▲
<b>PLAINS</b>	\$1,921,225,672	4.4%	▲	1,066,821,946	0.2%	▲	\$1.80	4.2%	▲
<b>SOUTH CENTRAL</b>	\$2,222,750,778	2.5%	▲	1,138,788,951	-0.8%	▼	\$1.95	3.3%	▲
<b>GREAT LAKES</b>	\$996,699,629	0.9%	▲	569,341,404	-2.1%	▼	\$1.75	3.1%	▲
<b>MIDSOUTH</b>	\$1,424,908,249	2.1%	▲	854,896,360	-0.8%	▼	\$1.67	2.9%	▲
<b>SOUTHEAST</b>	\$2,035,823,634	2.4%	▲	1,058,798,184	-0.3%	▼	\$1.92	2.6%	▲
<b>NORTHEAST</b>	\$1,473,819,585	4.5%	▲	860,871,394	0.4%	▲	\$1.71	4.0%	▲

## Marketing Year July 2020 - June 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
<b>Jul-20</b>	\$1,324,327,962	14.3%	▲	674,450,473	11.6%	▲	\$1.96	2.5%	
<b>Aug-20</b>	\$1,018,777,442	11.4%	▲	525,059,272	9.5%	▲	\$1.94	1.8%	
<b>Sep-20</b>	\$1,013,503,544	15.8%	▲	544,021,274	13.5%	▲	\$1.86	2.0%	
<b>Oct-20</b>	\$1,246,554,748	12.2%	▲	692,081,144	9.7%	▲	\$1.80	2.3%	
<b>Nov-20</b>	\$1,079,326,950	12.7%	▲	679,418,320	8.7%	▲	\$1.59	3.7%	
<b>Dec-20</b>	\$1,066,726,605	12.6%	▲	635,262,505	10.9%	▲	\$1.68	1.6%	
<b>Jan-21</b>	\$1,289,688,056	13.7%	▲	729,155,448	13.2%	▲	\$1.77	0.5%	
<b>Feb-21</b>	\$1,033,676,797	15.8%	▲	578,340,128	14.9%	▲	\$1.79	0.8%	
<b>Mar-21</b>	\$997,353,235	-23.8%	▼	544,977,545	-29.5%	▼	\$1.83	8.1%	
<b>Apr-21</b>	\$1,242,035,838	-15.8%	▼	659,643,047	-22.4%	▼	\$1.88	8.6%	
<b>May-21</b>	\$1,018,335,788	-8.9%	▼	516,690,740	-12.9%	▼	\$1.97	4.6%	
<b>Jun-21</b>	\$1,005,584,558	-4.9%	▼	500,323,437	-7.5%	▼	\$2.01	2.8%	
<b>Total</b>	<b>\$13,335,891,521</b>	<b>3.0%</b>	▲	<b>7,279,423,334</b>	<b>-0.3%</b>	▼	<b>\$1.83</b>	<b>3.2%</b>	

## Five Year Average Marketing Year July - June

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
<b>MY17</b>	\$11,204,998,923	N/A		6,845,394,771	N/A		\$1.64	N/A	
<b>MY18</b>	\$11,473,822,778	2.4%	▲	6,780,608,881	-0.9%	▼	\$1.69	3.4%	▲
<b>MY19</b>	\$11,667,198,778	1.7%	▲	6,702,074,054	-1.2%	▲	\$1.74	2.9%	▲
<b>MY20</b>	\$12,950,602,611	11.0%	▲	7,298,285,073	8.9%	▲	\$1.77	1.9%	▲
<b>MY21</b>	\$13,335,891,521	3.0%	▼	7,279,423,334	-0.3%	▼	\$1.83	3.2%	▲

MY21 Volume Sales

