

TOTAL GROCERY STORE POTATO SALES

JULY 2023 - JUNE 2024

	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Price	% Change vs YA	
FY24	\$18.3 B	4.6%		7.7 B	1.3%		\$2.37	3.3%	
FY23	\$17.5 B	17.1%		7.6 B	-2.3%		\$2.30	19.8%	
FY22	\$14.9 B	0.07		7.8 B	-2.8%		\$1.92	9.9%	

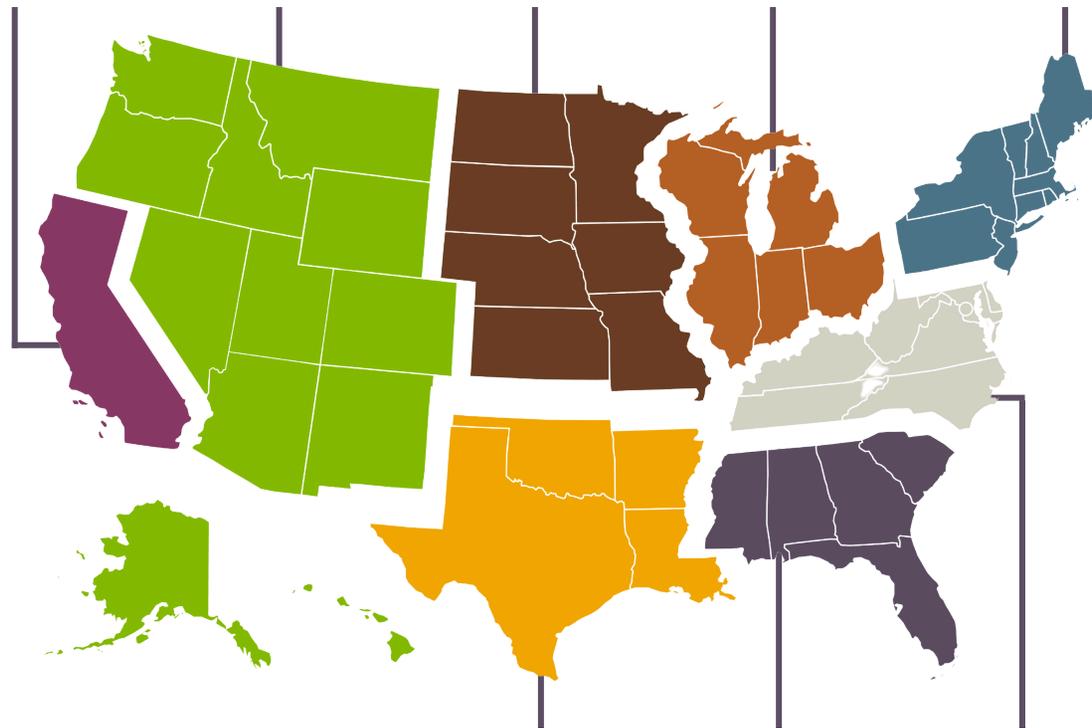
	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales	Grocery Price per Pound	Price % Change vs YA
Potato Chips	\$8,753,683,780	3.7%	48%	5,251,961,289	0.2%	38%	\$6.67	3.5%
Fresh Potatoes	\$4,206,338,774	-1.0%	23%	4,387,489,386	2.2%	32%	\$0.96	-3.2%
Frozen Potatoes	\$3,296,921,171	14.6%	18%	2,438,173,876	-0.02%	18%	\$2.30	14.6%
Instant Potatoes	\$777,294,914	8.9%	4%	936,969,963	-1.4%	7%	\$4.98	10.4%
Refrigerated Potatoes	\$794,530,230	2.7%	3%	533,418,420	-0.8%	1%	\$2.98	3.6%
Deli-Prepared Sides	\$390,317,521	7.2%	5%	268,122,788	5.4%	6%	\$4.51	1.7%
Canned Potatoes	\$67,242,284	6.3%	0.4%	91,209,901	0.6%	0.7%	\$1.18	5.7%
TOTAL	\$18,286,328,673	4.6%		13,907,345,623	1.3%		\$2.37	3.3%

* 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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CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$1,500,085,536	Dollar Sales	\$1,955,157,808	Dollar Sales	\$1,385,742,140	Dollar Sales	\$2,859,045,315	Dollar Sales	\$2,928,803,096
% Change vs YA	17%	% Change vs YA	4.5%	% Change vs YA	5.1%	% Change vs YA	4.9%	% Change vs YA	3.8%
Volume Sales	580,840,294	Volume Sales	865,069,206	Volume Sales	625,970,476	Volume Sales	1,229,586,571	Volume Sales	1,180,912,028
% Change vs YA	-1.5%	% Change vs YA	0.9%	% Change vs YA	1.7%	% Change vs YA	1.3%	% Change vs YA	0.7%



The volume share of each region varies.

	Volume Share
CALIFORNIA	8%
WEST	11%
PLAINS	8%
GREAT LAKES	16%
NORTHEAST	15%
SOUTH CENTRAL	12%
SOUTHEAST	16%
MIDSOUTH	14%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$2,009,632,259	Dollar Sales	\$2,988,110,206	Dollar Sales	\$2,659,754,313
% Change vs YA	5.2%	% Change vs YA	5.8%	% Change vs YA	5.1%
Volume Sales	902,160,002	Volume Sales	1,202,175,034	Volume Sales	1,114,354,305
% Change vs YA	1.0%	% Change vs YA	3.3%	% Change vs YA	1.8%

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Fiscal Year by Quarter July 2023 - June 2024

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
July - September 2023	\$4,539,442,890	9.8%	▲	1,771,281,612	-1.1%	▼	\$2.56	11.0%	▲
October - December 2023	\$4,607,123,351	4.6%	▲	2,085,566,496	-0.3%	▼	\$2.21	5.0%	▲
January - March 2024	\$4,590,603,603	4.5%	▲	2,000,792,287	5.7%	▲	\$2.29	-1.1%	▼
April - June 2024	\$4,549,158,829	-0.01%	▼	\$1,843,427,521	1%	▲	\$2.47	-1.0%	▼
July 2023 - June 2024	\$18,286,328,673	4.6%	▲	7,701,067,916	1.3%	▲	\$2.37	3.3%	▲

Five Year July - June Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales (FWE)	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
July 2019-June 2020	\$13,557,331,368			14,558,757,657			\$1.68		
July 2020-June 2021	\$13,978,127,642	3.1%	▲	14,496,944,683	-0.7%	▼	\$1.75	3.9%	▲
July 2021-June 2022	\$14,929,918,498	6.8%	▲	14,153,772,296	-2.8%	▼	\$1.92	9.9%	▲
July 2022-June 2023	\$17,480,131,253	17.1%	▲	13,801,562,927	-2.3%	▼	\$2.30	19.8%	▲
July 2023-June 2024	\$18,286,328,673	4.6%	▲	13,907,345,623	1.3%	▲	\$2.37	3.3%	▲

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.

