

TOTAL GROCERY STORE POTATO SALES

JULY 2024 - MARCH 2025

	DOLLAR SALES			VOLUME SALES (FWE)			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
FY25 Q1-Q3	\$14.72 B	-0.5%	▼	11.46 B	2.3%	▲	\$2.26	-2.8%	▼
FY24 Q1-Q3	\$14.79 B	6.4%	▲	11.2 B	1.5%	▲	\$2.33	4.8%	▲
FY23 Q1-Q3	\$13.9 B	18.2%	▲	11.07 B	-1.6%	▼	\$2.22	20.1%	▲
FY22 Q1-Q3	\$11.7 B	4.3%	▲	11.3 B	-3.98%	▼	\$1.85	8.6%	▲
FY21 Q1-Q3	\$11.3 B	19.7%	▲	11.7 B	12.7%	▲	\$1.70	0.4%	▲

	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	\$6,599,331,001	1.6%	▲	46%	3,993,119,320	2.6%	▲	35%	\$6.61	-0.96%	▼
Fresh Potatoes	\$3,265,101,811	-4.7%	▼	23%	3,952,533,777	2.03%	▲	34%	\$0.89	-6.6%	▼
Frozen Potatoes	\$2,501,017,369	-0.04%	▼	17%	1,935,201,471	4.9%	▲	17%	\$2.20	-4.8%	▼
Instant Potatoes	\$588,082,202	-3.2%	▼	4.1%	685,406,444	-2.7%	▼	5.98%	\$5.15	-0.5%	▼
Refrigerated/Deli Potato	\$1,341,736,036	2.3%	▲	9.4%	826,502,513	0.7%	▲	7.2%	\$3.25	1.5%	▲
Deli-Prepared Sides	\$53,314,346	-2.6%	▼	0.37%	70,808,593	-4.5%	▼	0.62%	\$1.20	1.9%	▲

*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

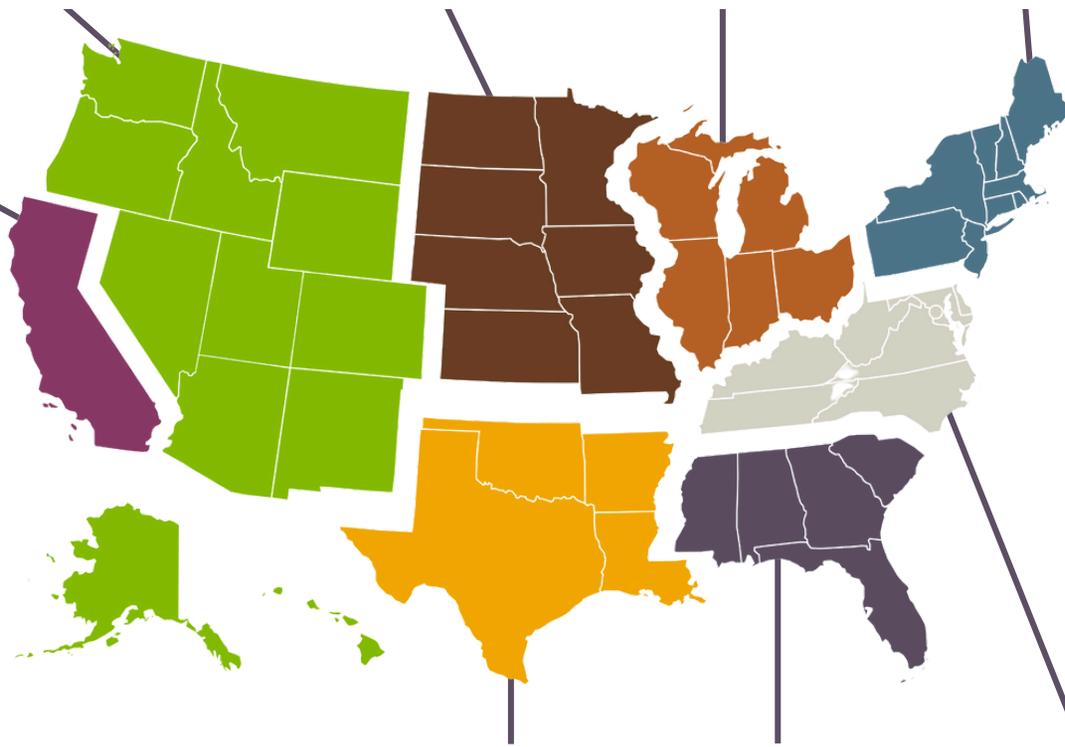
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CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$1,311,189,052	Dollar Sales	\$1,632,958,869	Dollar Sales	\$1,086,056,824	Dollar Sales	\$2,276,177,700	Dollar Sales	\$2,321,935,386
% Change vs YA	0.7%	% Change vs YA	-1.9%	% Change vs YA	-1.2%	% Change vs YA	-0.2%	% Change vs YA	-0.7%
Volume Sales	562,882,710	Volume Sales	770,143,364	Volume Sales	515,982,112	Volume Sales	1,019,428,027	Volume Sales	982,836,343
% Change vs YA	4.2%	% Change vs YA	1.7%	% Change vs YA	2.6%	% Change vs YA	1.8%	% Change vs YA	2.2%



The volume share of each region varies.



- CALIFORNIA
- WEST
- PLAINS
- GREAT LAKES
- NORTHEAST
- SOUTH CENTRAL
- SOUTHEAST
- MIDSOUTH

Volume Share

- 9%
- 12%
- 8%
- 16%
- 15%
- 11%
- 15%
- 14%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$1,565,377,922	Dollar Sales	\$2,407,955,284	Dollar Sales	\$2,122,798,632
% Change vs YA	-2.4%	% Change vs YA	0.7%	% Change vs YA	0.5%
Volume Sales	717,700,186	Volume Sales	1,007,766,021	Volume Sales	931,060,718
% Change vs YA	-1.0%	% Change vs YA	3.5%	% Change vs YA	3.8%

! Important Note ▲ Sales Increase ▼ Sales Decrease

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JULY 2024 - MARCH 2025

Fiscal Year by Quarter July - March 2025

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
July - September 2024	\$4,950,586,459	0.7%	▲	2,055,677,292	6.1%	▲	\$2.41	-5.1%	▼
October - December 2024	\$4,951,294,570	-0.20%	▼	\$2,305,634,594	1.9%	▲	\$2.15	-2.1%	▼
January - March 2025	\$4,822,176,944	-1.90%	▼	\$2,146,300,961	-0.6%	▼	\$2.25	-1.3%	▼
July 2024 - March 2025	\$14,724,057,974	-0.5%	▼	6,507,612,847	2.3%	▲	\$2.26	-2.8%	▼

Five Year January - March Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
FY21 July 2020 - March 2021	\$11,287,239,972	19.7%	▲	6,630,711,490	12.7%	▲	\$1.70	0.4%	▲
FY22 July 2021 - March 2022	\$11,770,059,965	4.3%	▲	6,366,763,860	-4.0%	▼	\$1.85	8.6%	▲
FY23 July 2022 - March 2023	\$13,908,787,968	18.2%	▲	6,262,881,314	-1.6%	▼	\$2.22	20.1%	▲
FY24 July 2023 - March 2024	\$14,794,924,724	6.4%	▲	6,359,047,740	1.5%	▲	\$2.33	4.8%	▲
FY25 July 2024 - March 2025	\$14,724,057,974	-0.5%	▼	6,507,612,847	2.3%	▲	\$2.26	-2.8%	▼

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.