

Grocery Store Fresh Potato Sales

July 2025-June 2026

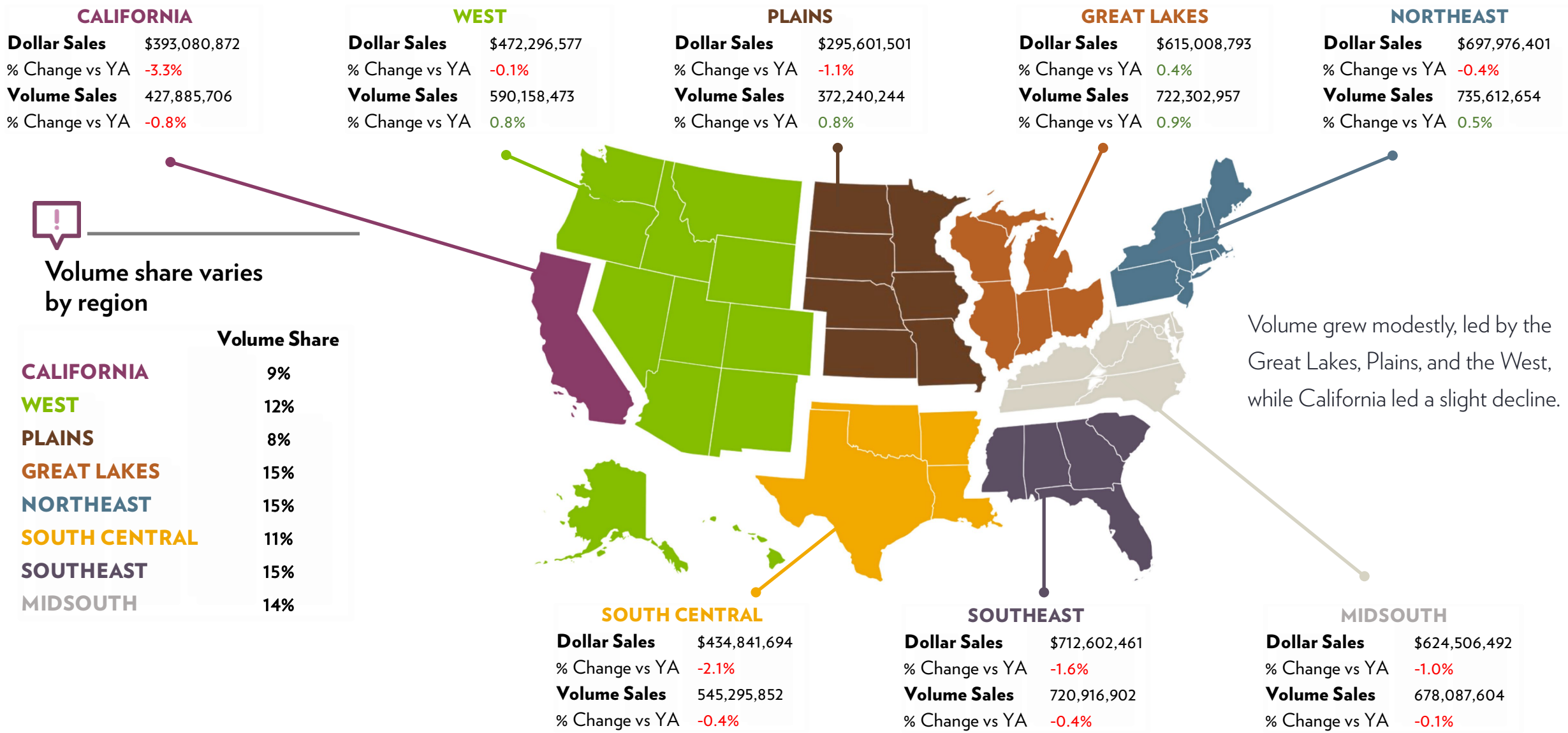
DOLLAR SALES				VOLUME SALES (POUNDS)				GROCERY PRICE PER POUND			
	Sales	% Change vs YA			Sales	% Change vs YA			Sales	% Change vs YA	
FY26	\$4.25 B	-1.0%	▼	4.79 B	0.2%	▲			\$0.89	-1.2%	▼
FY25	\$4.29 B	-3.3%	▼	4.78 B	2.4%	▲			\$0.90	-5.6%	▼
FY24	\$4.43 B	-1.0%	▼	4.67 B	2.9%	▲			\$0.95	-3.8%	▼
FY23	\$4.48 B	17.6%	▲	4.54 B	-1.5%	▼			\$0.99	19.4%	▲
FY22	\$3.80 B	4.6%	▲	4.60 B	-2.9%	▼			\$0.83	8.2%	▲

Potato Type Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
Russet	\$1,907,388,936	-3.8%	▼	47%	2,869,019,283	-1.6%	▼	63%	\$0.66	-2.3%	▼
Yellow	\$821,288,344	4.1%	▲	20%	755,026,759	4.7%	▲	17%	\$1.09	-0.6%	▼
Red	\$460,436,385	-8.6%	▼	11%	440,630,399	-1.6%	▼	10%	\$1.04	-7.1%	▼
Petite	\$586,555,112	7.2%	▲	14%	258,550,913	6.8%	▲	5.7%	\$2.27	0.4%	▲
White	\$122,595,542	-12.2%	▼	3.0%	146,718,354	-15.5%	▼	3.2%	\$0.84	3.9%	▲
Medley	\$116,243,951	7.5%	▲	2.8%	50,496,283	8.6%	▲	1.1%	\$2.30	-1.0%	▼
Fingerling	\$14,880,353	-14.7%	▼	0.4%	5,142,824	-18.5%	▼	0.1%	\$2.89	4.6%	▲
Purple	\$1,580,174	17.5%	▲	0.04%	572,000	20.4%	▲	0.01%	\$2.76	-2.4%	▼
All Other	\$52,650,545	34.5%	▲	1.3%	30,297,975	30.6%	▲	0.7%	\$1.74	2.9%	▲

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Source: Circana Unify Integrated Fresh Retail Sales, week ending 6/28/26

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Pack Size Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
1 - 2 lbs.	\$795,110,108	6.4%	▲	23%	314,476,967	6.2%	▲	7.7%	\$2.53	0.2%	▲
2 - 4 lbs.	\$424,634,781	4.0%	▲	12%	301,243,280	7.2%	▲	7.4%	\$1.41	-2.9%	▼
5 lbs.	\$1,571,722,394	-4.4%	▼	45%	2,159,463,698	-2.3%	▼	53%	\$0.73	-2.1%	▼
8 lbs.	\$158,524,319	0.1%	▲	4.5%	222,863,569	-0.03%	▼	5.5%	\$0.71	0.1%	▲
10 lbs.	\$498,283,422	-3.3%	▼	14%	1,033,543,024	2.0%	▲	25%	\$0.48	-5.2%	▼
> 10 lbs.	\$8,040,261	-47.0%	▼	0.23%	20,667,821	-41.5%	▼	0.5%	\$0.39	-9.4%	▼
All Other Sizes	\$61,969,669	-5.3%	▼	1.8%	25,311,745	-7.9%	▼	0.6%	\$2.45	2.8%	▲

Package Type Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
Bag	\$3,248,980,488	-1.3%	▼	80%	3,956,079,517	-0.2%	▼	87%	\$0.82	-1.0%	▼
Bulk	\$565,302,910	-1.9%	▼	14%	478,869,941	-2.1%	▼	11%	\$1.18	0.2%	▲
Micro/Steamer	\$18,269,646	-11.7%	▼	0.4%	9,767,508	-11.9%	▼	0.2%	\$1.87	0.3%	▲
Single Wrapped	\$40,303,119	-9.0%	▼	1.0%	19,419,421	-13.1%	▼	0.4%	\$2.08	4.8%	▲
Tray	\$20,649,277	23.0%	▲	0.5%	7,219,238	14.6%	▲	0.2%	\$2.86	7.3%	▲
All Other Packs	\$190,060,069	5.0%	▲	4.7%	85,079,700	4.1%	▲	1.9%	\$2.23	0.9%	▲

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Conventional and Organic

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	Volume % Change vs YA	Volume Share	Grocery Price per Pound	Price % Change vs YA
Conventional	\$3,894,866,123	-1.0%	95.4%	4,453,707,667	-0.4%	97.7%	\$0.87	-0.6%
Organic	\$188,721,741	-3.3%	4.6%	102,732,377	-2.8%	2.3%	\$1.84	-0.5%

Quarterly July 2025-June 2026

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
July-September 2025	\$1,059,254,398	2.3%	1,085,683,063	-0.7%	\$0.98	3.1%
October-December 2025	\$1,125,036,287	-1.7%	1,365,239,012	1.5%	\$0.82	-3.2%
January-March 2026	\$1,064,338,598	-2.7%	1,226,629,989	0.1%	\$0.87	-2.7%
April-June 2026	\$997,285,508	-1.9%	1,114,948,328	-0.40%	\$0.89	-1.5%
July 2025-June 2026	\$4,245,914,791	-1.0%	4,792,500,392	0.2%	\$0.89	-1.2%

Five-Year July - June Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
2022 (July 2021 - June 2022)	\$3,809,404,462	4.6%	4,609,563,977	-2.9%	\$0.83	8.2%
2023 (July 2022 - June 2023)	\$4,481,038,001	17.6%	4,541,037,516	-1.5%	\$0.99	19.4%
2024 (July 2023 - June 2024)	\$4,437,020,731	-1.0%	4,672,447,506	2.9%	\$0.95	-3.8%
2025 (July 2024 - June 2025)	\$4,290,360,473	-3.3%	4,784,148,714	2.4%	\$0.90	-5.6%
2026 (July 2025 - June 2026)	\$4,245,914,791	-1.0%	4,792,500,392	0.2%	\$0.89	-1.2%