

Grocery Story Total Potato Sales

July 2025–June 2026

DOLLAR SALES				VOLUME SALES (FWE)				GROCERY PRICE PER POUND			
	Sales	% Change vs YA		Sales	% Change vs YA			Sales	% Change vs YA		
FY26	\$20.00 B	-0.07%	▼	15.2 B	-0.5%	▼		\$2.31	0.05%	▲	
FY25	\$20.01 B	-0.4%	▼	15.3 B	1.4%	▲		\$2.31	-2.5%	▼	
FY24	\$20.1 B	4.7%	▲	15.1 B	0.8%	▲		\$2.37	3.1%	▲	
FY23	\$19.2 B	17.0%	▲	14.9 B	-2.6%	▼		\$2.30	19.3%	▲	
FY22	\$16.4 B	7.1%	▲	15.4 B	-2.3%	▼		\$1.93	9.6%	▲	

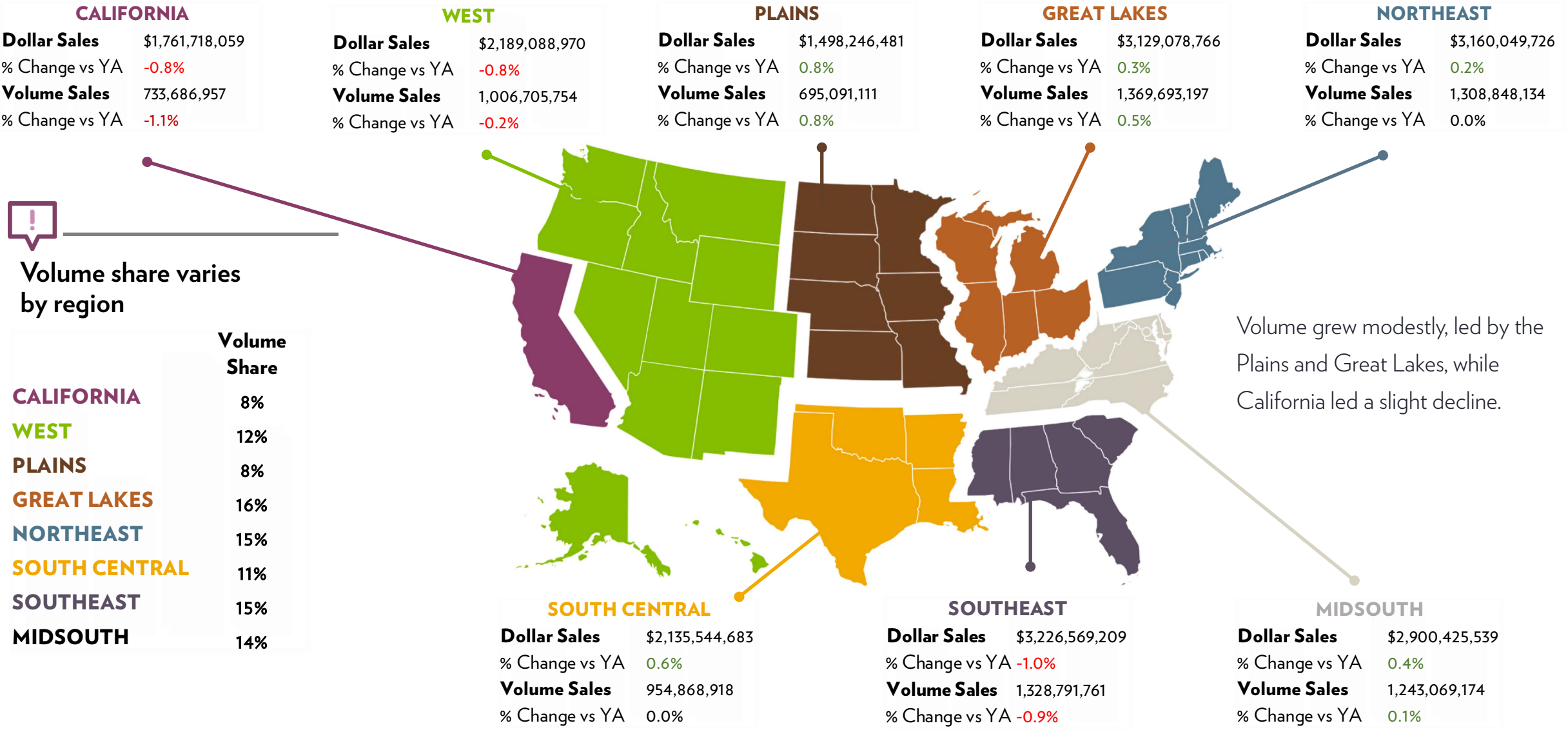
Potato Category Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales (FWE)	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
Potato Chips	\$9,036,246,568	0.6%	▲	47%	5,437,683,875	-0.003%	▼	36%	\$6.65	0.6%	▲
Fresh Potatoes	\$4,245,914,791	-1.0%	▼	22%	5,175,900,424	0.17%	▲	34%	\$0.89	-1.2%	▼
Frozen Potatoes	\$3,418,372,239	-1.7%	▼	18%	2,600,214,313	-0.4%	▼	17%	\$2.23	-1.4%	▼
Instant Potatoes	\$731,704,483	-5.2%	▼	3.8%	853,497,987	-4.6%	▼	5.6%	\$5.14	-0.6%	▼
Refrigerated Potatoes	\$1,430,253,319	-0.7%	▼	7.4%	945,928,143	-2.5%	▼	6.2%	\$0.02	6.2%	▲
Deli-Prepared Sides	\$282,954,234	2.4%	▲	1.5%	143,360,418	1.7%	▲	0.9%	\$0.01	0.9%	▲
Canned Potatoes	\$64,706,947	-5.7%	▼	0.3%	83,971,450	-9.3%	▼	0.55%	\$1.23	4.1%	▲

*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 2.3:1; Canned Potatoes 1.6:1

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Quarterly July 2025-June 2026

	Dollar Sales	Dollars % Change vs YA		Volume Sales (FWE)	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
July-September 2025	\$5,016,464,703	-0.03%	▼	3,693,998,891	-1.3%	▼	\$2.46	1.3%	▲
October-December 2025	\$5,010,044,897	-0.6%	▼	3,988,417,338	0.7%	▲	\$2.15	-1.3%	▼
January-March 2026	\$4,958,809,542	0.8%	▲	3,807,203,860	0.6%	▲	\$2.28	0.2%	▲
April-June 2026	\$5,015,402,293	-0.5%	▼	3,750,936,521	-0.6%	▼	\$2.40	0.1%	▲
July 2025-June 2026	\$20,000,721,436	-0.1%	▼	15,240,556,610	-0.5%	▲	\$2.31	0.05%	▲

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	
2022 (July 2021-June 2022)	\$16,399,013,003	7.1%	▲	15,372,704,647	-2.3%	▼	\$1.93	9.6%	▲
2023 (July 2022-June 2023)	\$19,192,701,082	17.0%	▲	14,977,190,044	-2.6%	▼	\$2.30	19.3%	▲
2024 (July 2023-June 2024)	\$20,103,239,065	4.7%	▲	15,096,030,781	0.8%	▲	\$2.37	3.1%	▲
2025 (July 2024-June 2025)	\$20,015,414,703	-0.4%	▼	15,313,396,385	1.4%	▲	\$2.31	-2.5%	▼
2026 (July 2025-June 2026)	\$20,000,721,436	-0.07%	▼	15,240,556,610	-0.5%	▼	\$2.31	0.05%	▲

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.