

# TOTAL GROCERY STORE POTATO SALES

FISCAL YEAR 2023 QUARTER 1

July - September 2022

	DOLLAR SALES		VOLUME SALES (FWE)		PRICE PER POUND	
	Sales	% Change vs YA	Sales	% Change vs YA	Price	% Change vs YA
<b>FY23 Q1</b>	<b>\$4.0 B</b>	<b>17.8%</b> ▲	<b>3.2 B</b>	<b>-2.1%</b> ▼	<b>\$2.35</b>	<b>20.4%</b> ▲
FY22 Q1	\$3.4 B	-1.1%	3.3 B	-5.4%	\$1.95	4.6%
FY21 Q1	\$3.4 B	13.8%	3.4 B	10.8%	\$1.87	2.7%
FY20 Q1	\$3.0 B	2.8%	3.1 B	1.3%	\$1.82	1.5%

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales	Price per Pound	Price % Change vs YA
<b>Potato Chips</b>	\$2,012,875,922	19.0% ▲	51%	1,291,912,411	-1.0% ▼	40%	\$6.23	20.1% ▲
<b>Fresh Potatoes</b>	\$930,081,893	19.2% ▲	23%	885,901,931	-3.4% ▼	28%	\$1.05	23.3% ▲
<b>Frozen Potatoes</b>	\$585,443,507	22.8% ▲	15%	585,834,512	0.5% ▲	18%	\$1.70	22.2% ▲
<b>Instant Potatoes</b>	\$149,212,828	9.3% ▲	4%	218,758,747	-0.9% ▼	7%	\$4.09	10.3% ▲
<b>Deli-Prepared Sides</b>	\$94,636,646	-3.8% ▼	5%	67,673,482	-1.1% ▼	6%	\$4.34	8.6% ▲
<b>Refrigerated Potatoes</b>	\$179,206,111	6.0% ▲	3%	127,519,111	-11.4% ▼	1%	\$2.81	7.2% ▲
<b>Canned Potatoes</b>	\$12,948,882	16.8% ▲	0.3%	19,022,900	0.2% ▲	0.6%	\$1.09	16.6% ▲
<b>TOTAL</b>	<b>\$3,964,405,789</b>	<b>17.8%</b> ▲		<b>3,196,623,093</b>	<b>-2.1%</b> ▼		<b>\$2.35</b>	<b>20.4%</b> ▲

\* 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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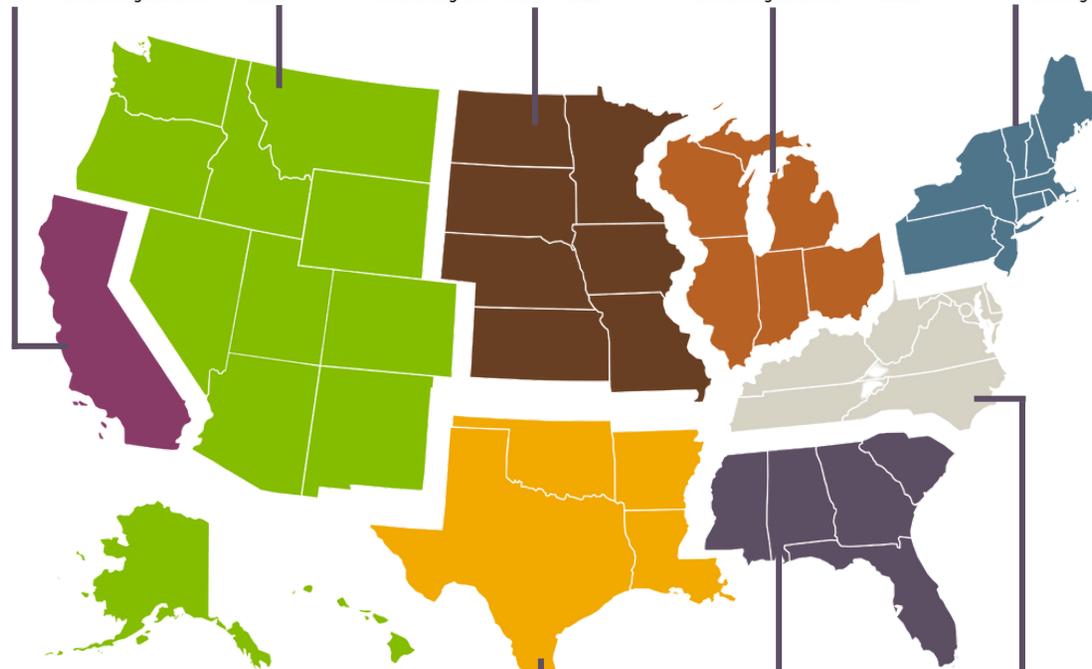
CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
<b>Dollar Sales</b>	\$332,490,589	<b>Dollar Sales</b>	\$429,529,128	<b>Dollar Sales</b>	\$292,885,456	<b>Dollar Sales</b>	\$614,746,273	<b>Dollar Sales</b>	\$638,560,095
% Change vs YA	16.9%	% Change vs YA	17.1%	% Change vs YA	17.1%	% Change vs YA	16.6%	% Change vs YA	16.4%
<b>Volume Sales</b>	131,305,521	<b>Volume Sales</b>	199,519,561	<b>Volume Sales</b>	130,099,079	<b>Volume Sales</b>	258,367,159	<b>Volume Sales</b>	248,088,634
% Change vs YA	-1.3%	% Change vs YA	-1.5%	% Change vs YA	-1.7%	% Change vs YA	-2.3%	% Change vs YA	-2.5%



The volume share of each region varies.

## Volume Share

<b>CALIFORNIA</b>	7.8%
<b>WEST</b>	11.8%
<b>PLAINS</b>	7.7%
<b>GREAT LAKES</b>	15.3%
<b>NORTHEAST</b>	14.7%
<b>SOUTH CENTRAL</b>	12.5%
<b>SOUTHEAST</b>	15.5%
<b>MIDSOUTH</b>	14.7%



SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
<b>Dollar Sales</b>	\$439,181,655	<b>Dollar Sales</b>	\$635,925,592	<b>Dollar Sales</b>	\$581,087,002
% Change vs YA	18.5%	% Change vs YA	20.9%	% Change vs YA	18.4%
<b>Volume Sales</b>	211,160,316	<b>Volume Sales</b>	261,664,318	<b>Volume Sales</b>	247,222,797
% Change vs YA	-1.9%	% Change vs YA	-2.5%	% Change vs YA	-2.5%

# TOTAL GROCERY STORE POTATO SALES

## FISCAL YEAR 2023 QUARTER 1 JULY - SEPTEMBER 2022

### Calendar Year by Quarter January - September

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Price per Pound	Price % Change vs YA	
<b>January - March 2022</b>	\$3,613,498,578	7.5%	▼	1,857,528,750	-3.8%	▼	\$1.95	11.7%	▲
<b>April - June 2022</b>	\$3,733,228,425	12.9%	▲	1,750,640,584	0.1%	▼	\$2.13	12.8%	▲
<b>July - September 2022</b>	\$3,964,405,789	17.8%	▲	1,687,427,384	-2.1%	▼	\$2.35	20.4%	▲
<b>January - September 2022</b>	<b>\$11,311,132,792</b>	<b>12.7%</b>	▲	<b>5,295,596,718</b>	<b>-2.0%</b>	▼	<b>\$2.14</b>	<b>15.1%</b>	▲

### Five Year Fiscal Year Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Price per Pound	Price % Change vs YA	
<b>July - September 2018</b>	\$2,907,071,036	1.6%	▲	1,623,441,137	-2.8%	▼	\$1.79	4.5%	▲
<b>July - September 2019</b>	\$2,988,761,677	2.8%	▲	1,643,848,978	1.3%	▲	\$1.82	1.5%	▲
<b>July - September 2020</b>	\$3,400,650,214	13.8%	▲	1,821,765,570	10.8%	▲	\$1.87	2.7%	▲
<b>July - September 2021</b>	\$3,364,476,226	-1.1%	▼	1,723,920,797	-5.4%	▼	\$1.95	4.6%	▲
<b>July - September 2022</b>	\$3,964,405,789	17.8%	▲	1,687,427,384	-2.1%	▼	\$2.35	20.4%	▲

### IRI Retail Sales Data

IRI is a data analytics and market research company, headquartered in the U.S. which 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 IRI Unify platform and put into this sheet. It includes all Multi-Outlet retailer point of sale data from the list on PotatoesUSA.com.