

# TOTAL GROCERY STORE POTATO SALES

## JULY - SEPTEMBER 2024

	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
<b>FY25 Q1</b>	<b>\$4.5 B</b>	<b>-0.2%</b>	▼	<b>1.87 B</b>	<b>5.4%</b>	▲	<b>\$2.43</b>	<b>-5.3%</b>	▼
FY24 Q1	\$4.5 B	9.8%	▲	1.77 B	-1.1%	▼	\$2.56	11.0%	▲
FY23 Q1	\$4.1 B	19.4%	▲	1.79 B	-1.1%	▼	\$2.31	20.7%	▲
FY22 Q1	\$3.5 B	0.1%	▲	1.81 B	-4.6%	▼	\$1.91	4.9%	▲
FY21 Q1	\$3.5 B	14.6%	▲	1.9 B	11.0%	▲	\$1.82	3.2%	▲

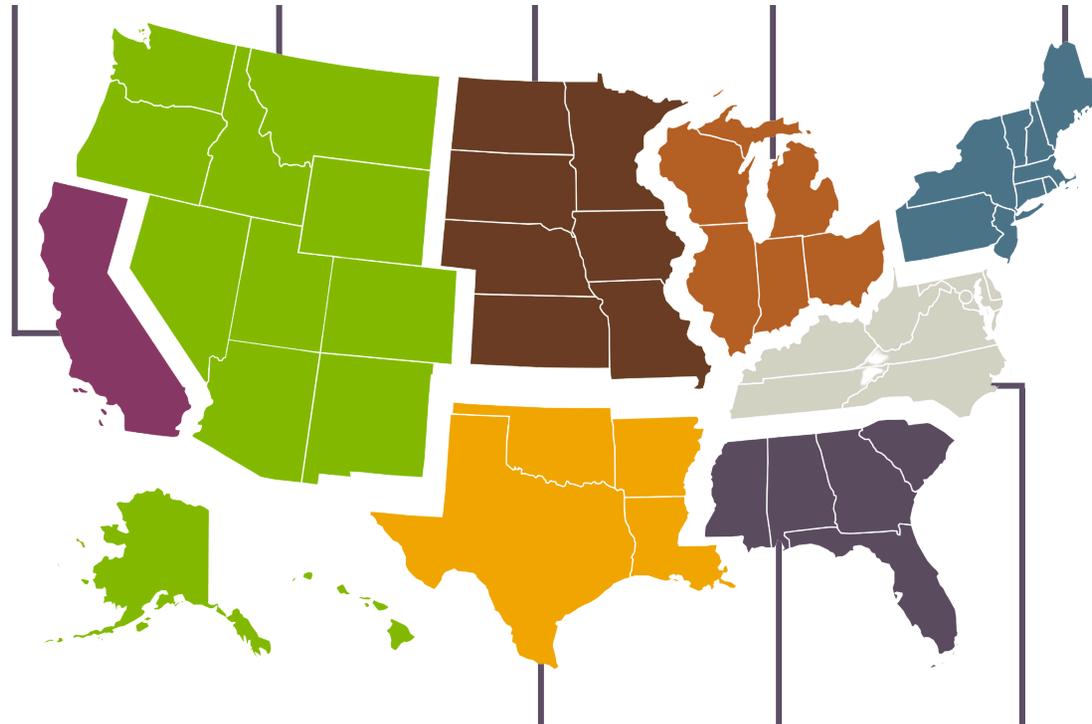
	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales	Grocery Price per Pound	Price % Change vs YA			
<b>Potato Chips</b>	\$2,266,360,182	3.2%	▲	50%	1,397,218,700	6.5%	▲	40%	\$6.49	-3.1%	▼
<b>Fresh Potatoes</b>	\$977,157,211	-8.6%	▼	22%	1,023,636,680	5.0%	▲	30%	\$0.95	-13.0%	▼
<b>Frozen Potatoes</b>	\$796,334,694	-0.01%	▼	18%	612,035,585	6.6%	▲	18%	\$2.21	-6.2%	▼
<b>Instant Potatoes</b>	\$179,826,431	-1.5%	▼	4%	213,680,479	-1.4%	▼	6%	\$5.05	-0.1%	▼
<b>Refrigerated Potatoes</b>	\$189,411,341	5.0%	▲	3%	125,173,150	5.6%	▲	1%	\$3.03	-0.5%	▼
<b>Deli-Prepared Sides</b>	\$106,393,998	7.4%	▲	5%	71,482,647	5.4%	▲	6%	\$4.61	1.9%	▲
<b>Canned Potatoes</b>	\$15,411,112	-2.5%	▼	0.3%	20,674,709	-5.0%	▼	0.6%	\$1.19	2.6%	▲
<b>TOTAL</b>	<b>\$4,530,894,968</b>	<b>-0.2%</b>	▼		<b>3,463,901,950</b>	<b>5.4%</b>	▲		<b>\$2.43</b>	<b>-5.3%</b>	▼

\*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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Region	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA
<b>CALIFORNIA</b>	\$368,152,815	0.1%	139,173,246	3.2%
<b>WEST</b>	\$478,907,984	-1.6%	208,244,322	4.5%
<b>PLAINS</b>	\$342,234,841	-1.2%	149,737,496	5.3%
<b>GREAT LAKES</b>	\$710,978,281	-0.1%	295,152,292	5.7%
<b>NORTHEAST</b>	\$731,025,023	-0.1%	282,349,439	4.4%



The volume share of each region varies.

### Volume Share

<b>CALIFORNIA</b>	7%
<b>WEST</b>	11%
<b>PLAINS</b>	8%
<b>GREAT LAKES</b>	16%
<b>NORTHEAST</b>	15%
<b>SOUTH CENTRAL</b>	12%
<b>SOUTHEAST</b>	16%
<b>MIDSOUTH</b>	15%

Region	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA
<b>SOUTH CENTRAL</b>	\$493,530,739	-1.1%	218,654,324	3.5%
<b>SOUTHEAST</b>	\$742,869,034	1.1%	299,225,054	7.6%
<b>MIDSOUTH</b>	\$663,196,251	0.2%	274,606,712	7.2%

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## JULY - SEPTEMBER 2024

Calendar Year by Quarter January - September 2024

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
January-March	\$4,591,450,427	4.5% ▲	2,000,838,474	5.7% ▲	\$2.29	-1.1% ▼
April-June	\$4,552,109,937	0.04% ▲	1,844,163,725	1.0% ▲	\$2.47	-1.0% ▼
July-September	\$4,530,894,968	-0.22% ▼	\$1,867,142,887	5.4% ▲	\$2.43	-5.3% ▼
<b>January-September 2024</b>	<b>\$13,674,455,332</b>	<b>1.4% ▲</b>	<b>5,712,145,086</b>	<b>4.0% ▲</b>	<b>\$2.39</b>	<b>-2.5% ▼</b>

Five Year July - September Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales (FWE)	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
FY21 Q1 (July - September 2020)	\$3,460,130,915	14.6% ▲	1,898,221,019	11.0% ▲	\$1.82	3.2% ▲
FY22 Q1 (July - September 2021)	\$3,463,483,103	0.1% ▲	1,811,190,839	-4.6% ▼	\$1.91	4.9% ▲
FY23 Q1 (July - September 2022)	\$4,133,923,100	19.4% ▲	1,790,490,073	-1.1% ▼	\$2.31	20.7% ▲
FY24 Q1 (July - September 2023)	\$4,540,710,552	9.8% ▲	1,771,500,613	-1.1% ▼	\$2.56	11.0% ▲
FY25 Q1 (July - September 2024)	\$4,530,894,968	-0.2% ▼	1,867,142,887	5.4% ▲	\$2.43	-5.3% ▼

### 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.