

# TOTAL GROCERY STORE POTATO SALES

JULY - SEPTEMBER 2025

	DOLLAR SALES			VOLUME SALES (FWE)			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
<b>FY26 Q1</b>	<b>\$5.00 B</b>	<b>-0.2%</b>	▼	<b>3.67 B</b>	<b>-1.4%</b>	▼	<b>\$2.45</b>	<b>1.3%</b>	▲
FY25 Q1	\$5.01 B	0.5%	▲	3.76 B	5.9%	▲	\$2.42	-5.1%	▼
FY24 Q1	\$4.99 B	9.6%	▲	3.56 B	-1.1%	▼	\$2.55	10.8%	▲
FY23 Q1	\$4.55 B	19.3%	▲	3.63 B	-0.6%	▼	\$2.30	19.9%	▲
FY22 Q1	\$3.81 B	0.8%	▲	3.66 B	-3.9%	▼	\$1.92	4.9%	▲

	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>	\$2,275,503,121	-2.3%	▼	46%	1,376,843,566	-3.7%	▼	38%	\$6.61	1.5%	▲
<b>Fresh Potatoes</b>	\$1,056,238,703	2.1%	▲	21%	1,170,322,056	-0.9%	▼	32%	\$0.97	3.0%	▲
<b>Frozen Potatoes</b>	\$831,060,400	-1.98%	▼	17%	626,886,371	-1.8%	▼	17%	\$2.25	-0.2%	▼
<b>Instant Potatoes</b>	\$175,833,086	-4.6%	▼	3.5%	199,227,084	-5.3%	▼	5.4%	\$5.30	0.7%	▲
<b>Refrigerated Potatoes</b>	\$370,947,908	1.1%	▲	7.5%	242,712,641	-2.5%	▼	6.6%	\$3.06	3.8%	▲
<b>Deli-Prepared Sides</b>	\$71,784,211	2.4%	▲	1.4%	34,879,461	0.5%	▲	1.0%	\$4.73	1.8%	▲
<b>Canned Potatoes</b>	\$15,382,636	-2.7%	▼	0.31%	20,138,442	-3.1%	▼	0.55%	\$1.22	0.4%	▲

\*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

**Dollar Sales** \$378,744,286  
**% Change vs YA** -1.9%  
**Volume Sales** 138,996,213  
**% Change vs YA** -3.8%

## WEST

**Dollar Sales** \$502,865,087  
**% Change vs YA** -0.3%  
**Volume Sales** 210,453,558  
**% Change vs YA** -2.5%

## PLAINS

**Dollar Sales** \$361,742,698  
**% Change vs YA** -0.1%  
**Volume Sales** 154,936,612  
**% Change vs YA** -1.2%

## GREAT LAKES

**Dollar Sales** \$746,854,796  
**% Change vs YA** -0.9%  
**Volume Sales** 303,612,184  
**% Change vs YA** -1.8%

## NORTHEAST

**Dollar Sales** \$748,511,126  
**% Change vs YA** -1.1%  
**Volume Sales** 288,338,805  
**% Change vs YA** -0.9%



The volume share of each region varies.

## Volume Share

CALIFORNIA 7%

WEST 11%

PLAINS 8%

GREAT LAKES 16%

NORTHEAST 15%

SOUTH CENTRAL 12%

SOUTHEAST 16%

MIDSOUTH 15%

## SOUTH CENTRAL

**Dollar Sales** \$511,498,669  
**% Change vs YA** -0.8%  
**Volume Sales** 220,628,378  
**% Change vs YA** -2.5%

## SOUTHEAST

**Dollar Sales** \$770,472,081  
**% Change vs YA** -1.3%  
**Volume Sales** 304,433,992  
**% Change vs YA** -2.3%

## MIDSOUTH

**Dollar Sales** \$692,550,247  
**% Change vs YA** -0.5%  
**Volume Sales** 282,604,552  
**% Change vs YA** -1.2%



Important Note



Sales Increase



Sales Decrease



SOURCE: CIRCANA UNIFY INTEGRATED FRESH RETAIL SALES W.E. 9/28/25

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JULY - SEPTEMBER 2025

Quarterly January 2025 - September 2025

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
January-March 2025	\$4,916,643,169	-1.7%	▼	2,169,079,325	-0.6%	▼	\$2.27	-1.1%	▼
April-June 2025	\$5,036,970,262	-0.30%	▼	2,104,097,845	2.4%	▲	\$2.39	-2.6%	▼
July-September 2025	\$5,007,953,306	-0.2%	▼	\$2,041,441,596	-1.4%	▼	\$2.45	1.3%	▲
January-September 2025	<b>\$14,961,566,737</b>	<b>-0.7%</b>	▼	<b>6,314,618,766</b>	<b>0.1%</b>	▲	<b>\$2.37</b>	<b>-0.8%</b>	▼

Five Year July - September Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
FY22 Q1 (July - September 2021)	\$3,819,020,052	0.8%	▲	1,988,728,251	-3.9%	▼	\$1.92	4.9%	▲
FY23 Q1 (July - September 2022)	\$4,554,017,649	19.2%	▲	1,977,531,239	-0.6%	▼	\$2.30	19.9%	▲
FY24 Q1 (July - September 2023)	\$4,993,400,404	9.6%	▲	1,956,797,739	-1.0%	▼	\$2.55	10.8%	▲
FY25 Q1 (July - September 2024)	\$5,017,869,332	0.5%	▲	2,071,186,015	5.8%	▲	\$2.42	-5.1%	▼
FY26 Q1 (July - September 2025)	\$5,007,953,306	-0.2%	▼	2,041,441,596	-1.4%	▼	\$2.45	1.3%	▲

## 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.

