

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
FY26 Q1	\$5.00 B	-0.2%	▼ 3.67 B	-1.4%	▼ \$2.45	1.3%
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
Potato Chips	\$2,275,503,121	-2.3%	46%	1,376,843,566	-3.7%	38%
Fresh Potatoes	\$1,056,238,703	2.1%	21%	1,170,322,056	-0.9%	32%
Frozen Potatoes	\$831,060,400	-1.98%	17%	626,886,371	-1.8%	17%
Instant Potatoes	\$175,833,086	-4.6%	3.5%	199,227,084	-5.3%	5.4%
Refrigerated Potatoes	\$370,947,908	1.1%	7.5%	242,712,641	-2.5%	6.6%
Deli-Prepared Sides	\$71,784,211	2.4%	1.4%	34,879,461	0.5%	1.0%
Canned Potatoes	\$15,382,636	-2.7%	0.31%	20,138,442	-3.1%	0.55%

*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

TOTAL GROCERY STORE POTATO SALES

JULY - SEPTEMBER 2025

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

TOTAL GROCERY STORE POTATO SALES

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	\$14,961,566,737	-0.7%	▼	6,314,618,766	0.1%	▲	\$2.37	-0.8%

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.

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

! Important Note ▲ Sales Increase ▼ Sales Decrease

Potatoes
USA