

GROCERY STORE FRESH POTATO SALES

JULY 2024 - JUNE 2025

DOLLAR SALES

VOLUME SALES

GROCERY PRICE PER POUND

	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
FY25	\$4.3 B	-3.2%	▼	4.78 B	2.6%	▲	\$0.90	-5.6%	▼
FY24	\$4.42 B	-1.2%	▼	4.66 B	2.7%	▲	\$0.95	-3.7%	▼
FY23	\$4.47 B	17.7%	▲	4.54 B	-1.5%	▼	\$0.99	19.4%	▲
FY22	\$3.8 B	5.1%	▲	4.6 B	-2.9%	▼	\$0.83	8.2%	▲
FY21	\$3.62 B	-0.1%	▼	4.74 B	-2.5%	▼	\$0.76	2.5%	▲

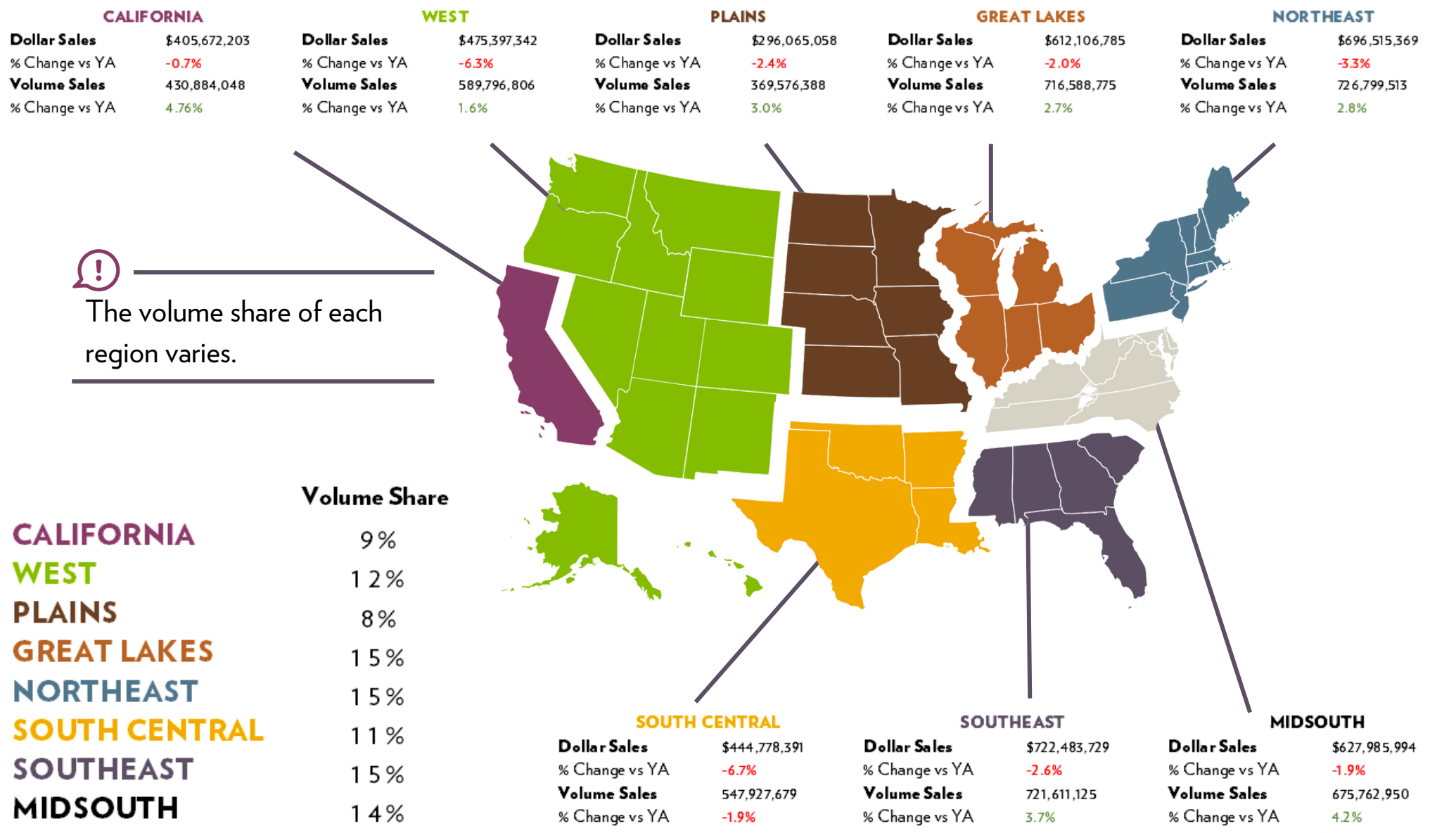
Potato Type Sales

Potato Type Sales		Dollars % Change vs YA		% of Dollar Sales	Volume Sales	Volume % Change vs YA		% of Volume Sales	Grocery Price per Pound	Price % Change vs YA	
	Dollar Sales										
Russet	\$1,970,439,279	-8.2%	▼	46%	2,895,694,314	4.0%	▲	61%	\$0.68	-11.8%	▼
Yellow	\$796,930,316	7.1%	▲	19%	734,919,618	5.5%	▲	15%	\$1.08	1.6%	▲
Red	\$501,759,358	-7.9%	▼	12%	444,037,813	-11.0%	▼	9%	\$1.13	3.5%	▲
White	\$139,537,792	-11.3%	▼	3.3%	172,847,251	-4.0%	▼	4%	\$0.81	-7.6%	▼
Petite	\$550,159,649	4.3%	▲	12.9%	242,758,786	7.8%	▲	5%	\$2.27	-3.2%	▼
Medley	\$113,012,908	-1.1%	▼	2.6%	53,953,847	-5.1%	▼	1%	\$2.09	4.2%	▲
Fingerling	\$17,372,027	3.5%	▲	0.4%	6,286,608	1.5%	▲	0.1%	\$2.76	2.0%	▲
Purple	\$1,359,052	-5.3%	▼	0.03%	478,717	-5.5%	▼	0.01%	\$2.84	0.2%	▲
All Other	\$52,721,630	6.8%	▲	1.2%	35,093,898	-19.2%	▼	0.7%	\$1.50	32.1%	▲
TOTAL	\$4,281,004,872	-3.2%	▼		4,778,947,284	2.6%	▲		\$0.90	-5.6%	▼



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Pack Size Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
1 - <2 lbs	\$746,734,262	5.2%	▲	21%	295,348,349	7.4%	▲	7.2%	\$2.53	-2.1%	▼
2 - 4 lbs.	\$407,491,802	8.7%	▲	11%	280,925,187	10.5%	▲	6.9%	\$1.45	-1.6%	▼
5 lbs.	\$1,662,385,081	-6.5%	▼	47%	2,225,155,895	-0.7%	▼	54%	\$0.75	-5.9%	▼
8 lbs.	\$156,628,098	2.3%	▲	4.4%	220,505,587	17.8%	▲	5.4%	\$0.71	-13.2%	▼
10 lbs.	\$516,167,445	-5.5%	▼	14%	1,010,996,956	3.6%	▲	25%	\$0.51	-8.7%	▼
> 10 lbs.	\$14,866,508	-30.1%	▼	0.42%	34,847,234	-27.3%	▼	0.9%	\$0.43	-3.9%	▼
All Other Sizes	\$64,067,267	-9.3%	▼	1.8%	27,151,414	-4.2%	▼	0.7%	\$2.36	-5.3%	▼

Package Type Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
Bag	\$3,350,153,097	-2.3%	▼	81%	3,997,309,894	2.2%	▲	87%	\$0.84	-4.4%	▼
Bulk	\$574,951,550	-11.3%	▼	14%	491,140,229	1.7%	▲	11%	\$1.17	-12.7%	▼
Micro/Steamer	\$20,850,715	-4.6%	▼	0.5%	11,191,814	-3.5%	▼	0.2%	\$1.86	-1.1%	▼
Single Wrapped	\$53,993,122	-10.1%	▼	1.3%	28,362,651	-4.4%	▼	0.6%	\$1.90	-6.0%	▼
Tray	\$22,968,815	16.6%	▲	0.6%	7,771,171	34.6%	▲	0.2%	\$2.96	-13.4%	▼
All Other Packages	\$120,399,492	-2.5%	▼	2.9%	50,304,634	-2.2%	▼	1.1%	\$2.39	-0.3%	▼



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Conventional and Organic

	Dollar Sales	Dollars % Change vs YA		% of Dollar Share	Volume Sales	Volume % Change vs YA		% of Volume Share	Grocery Price per Pound	Price % Change vs YA	
Conventional	\$3,947,814,579	-3.97%	▼	95.3%	4,479,805,981	2.2%	▲	97.7%	\$0.88	-6.1%	▼
Organic	\$195,477,432	2.7%	▲	4.7%	106,264,871	-3.7%	▼	2.3%	\$1.84	6.6%	▲

Quarterly July 2024 - June 2025

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
July - September	\$1,033,245,652	-8.0%	▼	1,092,549,010	6.2%	▲	\$0.95	-13.4%	▼
October - December	\$1,141,930,386	-3.1%	▼	1,343,313,724	1.0%	▲	\$0.85	-4.1%	▼
January - March	\$1,091,150,862	-3.0%	▼	1,224,296,894	-0.3%	▼	\$0.89	-2.7%	▼
April - June	\$1,014,677,972	1.8%	▲	1,118,787,656	4.4%	▲	\$0.91	-2.4%	▼
July 2024 - June 2025	\$4,281,004,872	-3.2%	▼	4,778,947,284	2.6%	▲	\$0.90	-5.6%	▼

Five Year July - June Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
FY21 (July 2020 - June 2021)	\$3,617,729,053	-0.1%	▼	4,739,867,147	-2.5%	▼	\$0.76	2.5%	▲
FY22 (July 2021 - June 2022)	\$3,803,780,908	5.1%	▲	4,604,242,207	-2.9%	▼	\$0.83	8.2%	▲
FY23 (July 2022 - June 2023)	\$4,475,513,075	17.7%	▲	4,537,142,827	-1.5%	▼	\$0.99	19.4%	▲
FY24 (July 2023 - June 2024)	\$4,423,178,938	-1.2%	▼	4,658,783,509	2.7%	▲	\$0.95	-3.7%	▼
FY25 (July 2024 - June 2025)	\$4,281,004,872	-3.2%	▼	4,778,947,284	2.6%	▲	\$0.90	-5.6%	▼