

# TOTAL GROCERY STORE POTATO SALES

JULY 2024 - JUNE 2025

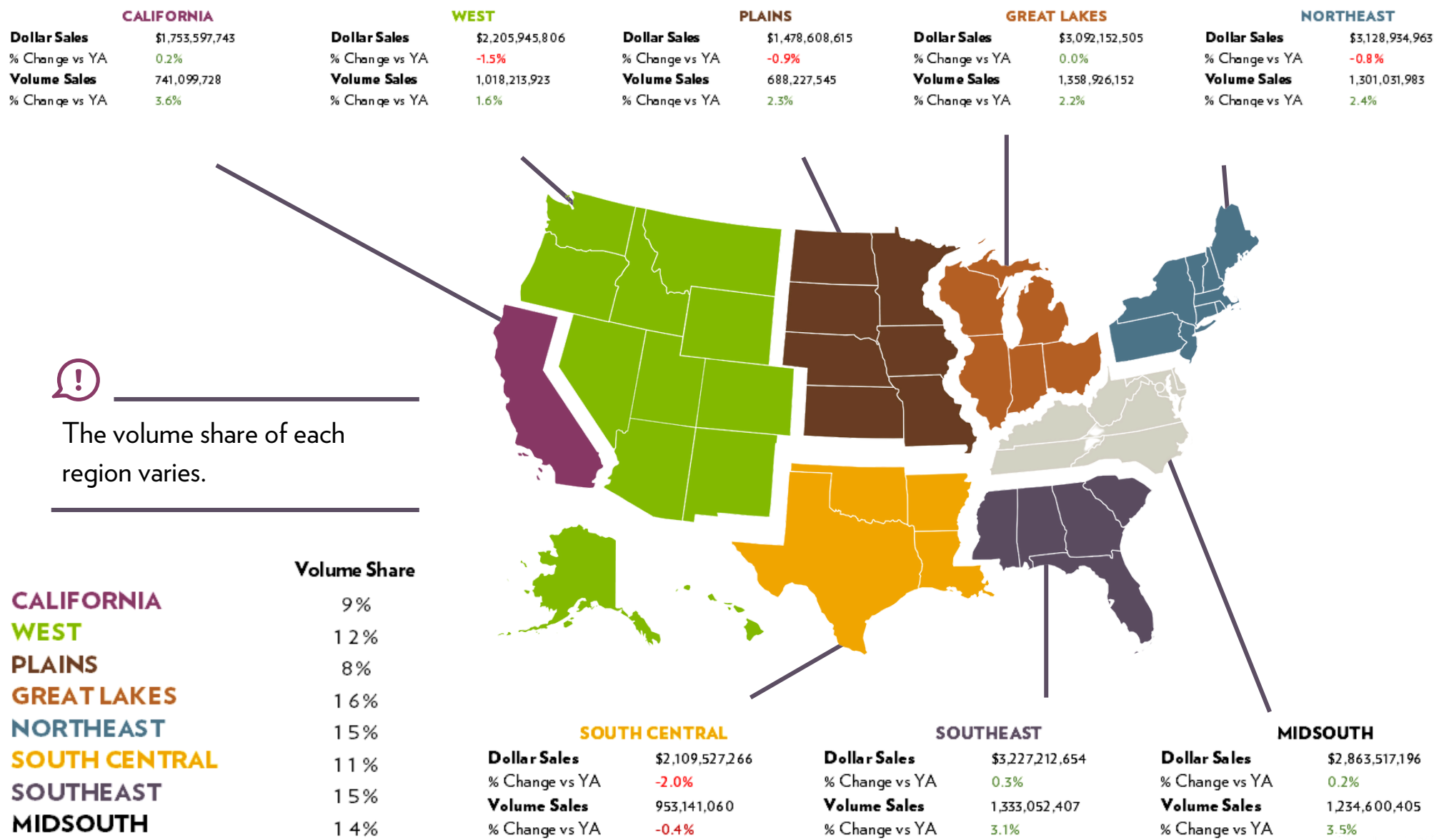
	DOLLAR SALES			VOLUME SALES (FWE)			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
<b>FY25</b>	<b>\$19.86 B</b>	<b>-0.5%</b>	▼	<b>15.3 B</b>	<b>2.3%</b>	▲	<b>\$2.30</b>	<b>-2.7%</b>	▼
FY24	\$19.96 B	4.8%	▲	15.1 B	1.5%	▲	\$2.37	3.3%	▲
FY23	\$19 B	17.11%	▲	14.9 B	-1.9%	▼	\$2.29	19.4%	▲
FY22	\$16.2 B	7.1%	▲	15.2B	-2.3%	▼	\$1.92	9.6%	▲
FY21	\$15.2 B	6.8%	▲	15.6 B	-2.8%	▼	\$1.75	9.9%	▲

	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	
Potato Chips	\$8,844,084,639	-0.7%	▼	46%	5,353,333,910	0.2%	▲	35%	\$6.61	-0.9%	▼
Fresh Potatoes	\$4,281,004,872	-3.2%	▼	22%	5,161,263,066	2.6%	▲	34%	\$0.90	-5.6%	▼
Frozen Potatoes	\$3,492,218,992	-0.28%	▼	18%	2,626,810,631	3.7%	▲	17%	\$2.26	-3.8%	▼
Instant Potatoes	\$760,227,453	-2.6%	▼	3.9%	882,123,783	-2.0%	▼	5.8%	\$5.17	-0.6%	▼
Refrigerated Potatoes	\$1,395,525,148	1.2%	▲	7.2%	929,036,386	-0.4%	▼	6.1%	\$3.00	1.6%	▲
Deli-Prepared Sides	\$430,311,020	4.4%	▲	2.2%	294,381,420	1.6%	▲	1.9%	\$4.53	2.8%	▲
Canned Potatoes	\$69,181,646	-0.7%	▼	0.36%	92,483,151	-1.1%	▼	0.6%	\$1.20	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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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	\$4,990,493,448	0.6%	▲	2,063,533,712	6.0%	▲	\$2.42	-5.1%	▼
October - December	\$5,001,964,177	-0.23%	▼	2,315,869,727	1.8%	▲	\$2.16	-2.0%	▼
January - March	\$4,877,903,913	-1.72%	▼	2,158,166,629	-0.4%	▼	\$2.26	-1.3%	▼
April - June	\$4,989,135,209	-0.6%	▼	2,090,723,134	2.3%	▲	\$2.39	-2.8%	▼
July 2024 - June 2025	<b>\$19,859,496,746</b>	<b>-0.5%</b>	▼	<b>8,628,293,202</b>	<b>2.3%</b>	▲	<b>\$2.30</b>	<b>-2.7%</b>	▼

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)	\$15,178,606,706	6.8%	▲	8,665,791,916	-2.8%	▼	\$1.75	9.9%	▲
FY22 (July 2021 - June 2022)	\$16,253,766,170	7.1%	▲	8,468,928,271	-2.3%	▼	\$1.92	9.6%	▲
FY23 (July 2022 - June 2023)	\$19,035,380,907	17.1%	▲	8,308,483,473	-1.9%	▼	\$2.29	19.4%	▲
FY24 (July 2023 - June 2024)	\$19,956,126,935	4.8%	▲	8,433,213,121	1.5%	▲	\$2.37	3.3%	▲
FY25 (July 2024 - June 2025)	\$19,859,496,746	-0.5%	▼	8,628,293,202	2.3%	▲	\$2.30	-2.7%	▼

## 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.

