

TOTAL GROCERY STORE POTATO SALES

FISCAL YEAR 2023 QUARTER 2

October - December 2022

	DOLLAR SALES		VOLUME SALES (FWE)		PRICE PER POUND	
	Sales	% Change vs YA	Sales	% Change vs YA	Price	% Change vs YA
FY23 Q2	\$4.2 B	17.2% ▲	3.5 B	-1.3% ▼	\$2.15	18.7% ▲
FY22 Q2	\$3.6 B	4.0%	3.6 B	-5.7%	\$1.81	10.3%
FY21 Q2	\$3.5 B	12.8%	3.7 B	9.7%	\$1.64	2.8%
FY20 Q2	\$3.1 B	2.0%	3.4 B	-0.2%	\$1.59	2.3%

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales	Price per Pound	Price % Change vs YA
Potato Chips	\$1,954,971,600	13.1% ▲	46%	1,212,439,364	-2.7% ▼	35%	\$6.45	16.3% ▲
Fresh Potatoes	\$1,090,603,127	20.0% ▲	26%	1,159,471,303	-0.4% ▼	33%	\$0.94	20.5% ▲
Frozen Potatoes	\$661,361,935	33.1% ▲	16%	587,128,322	-2.8% ▼	17%	\$1.91	36.9% ▲
Instant Potatoes	\$195,226,850	14.5% ▲	5%	272,892,549	-7.6% ▼	8%	\$4.29	23.8% ▲
Deli-Prepared Sides	\$87,074,635	4.7% ▲	5%	61,533,131	-1.1% ▼	6%	\$4.39	5.9% ▲
Refrigerated Potatoes	\$215,349,285	7.9% ▲	3%	157,778,350	3.3% ▲	1%	\$2.73	4.5% ▲
Canned Potatoes	\$16,460,797	14.0% ▲	0.4%	23,308,633	-4.9% ▼	0.7%	\$1.13	19.9% ▲
TOTAL	\$4,221,048,228	17.2% ▲		3,474,551,652	-1.3% ▼		\$2.15	18.7% ▲

* Fresh Weight Equivalent (FWE): Potato Chips 4:1, Fresh Potatoes 1:1, 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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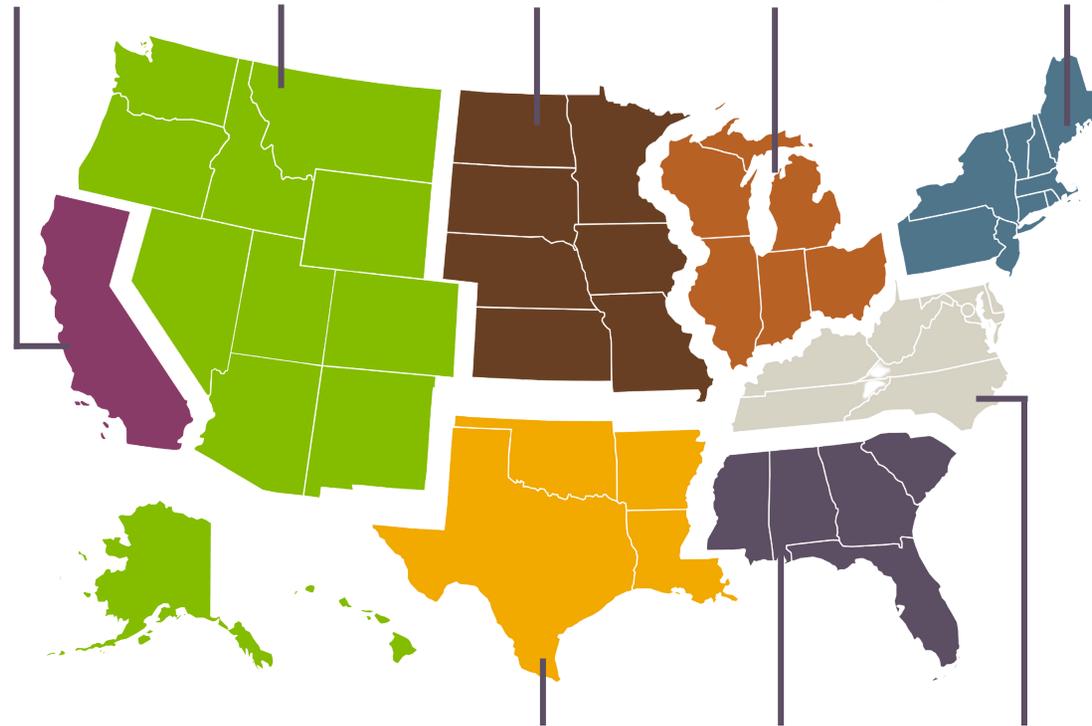
FISCAL YEAR 2023 QUARTER 2

October - December 2022

CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$366,311,415	Dollar Sales	\$459,111,848	Dollar Sales	\$305,012,388	Dollar Sales	\$648,809,956	Dollar Sales	\$684,072,336
% Change vs YA	14.7%	% Change vs YA	17.0%	% Change vs YA	16.4%	% Change vs YA	15.5%	% Change vs YA	15.2%
Volume Sales	159,968,110	Volume Sales	236,025,222	Volume Sales	152,811,808	Volume Sales	310,418,324	Volume Sales	298,393,608
% Change vs YA	-2.2%	% Change vs YA	-1.7%	% Change vs YA	-2.5%	% Change vs YA	-1.1%	% Change vs YA	-0.4%



The volume share of each region varies.



- CALIFORNIA**
- WEST**
- PLAINS**
- GREAT LAKES**
- NORTHEAST**
- SOUTH CENTRAL**
- SOUTHEAST**
- MIDSOUTH**

Volume Share
8.1%
12.0%
7.8%
15.8%
15.2%
11.9%
14.9%
14.3%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$468,356,542	Dollar Sales	\$678,761,955	Dollar Sales	\$610,611,788
% Change vs YA	20.2%	% Change vs YA	20.6%	% Change vs YA	17.5%
Volume Sales	234,567,385	Volume Sales	293,607,498	Volume Sales	280,947,348
% Change vs YA	-0.5%	% Change vs YA	-0.4%	% Change vs YA	-2.4%



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FISCAL YEAR 2023 QUARTER 2 OCTOBER- DECEMBER 2022

Fiscal Year by Quarter July - December

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Price per Pound	Price % Change vs YA	
July - September 2022	\$3,954,668,330	18.6%	▲	1,681,726,770	-1.7%	▼	\$2.35	20.6%	▲
October - December 2022	\$4,221,048,228	17.2%	▲	1,966,739,304	-1.3%	▼	\$2.15	18.7%	▲
July - December 2022	\$8,175,716,558	17.9%	▲	3,648,466,074	-1.5%	▼	\$2.24	19.6%	▲

Five Year October - December Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Price per Pound	Price % Change vs YA	
October - December 2018	\$3,008,056,238	2.0%	▲	1,929,398,401	-0.7%	▼	\$1.56	2.7%	▲
October - December 2019	\$3,069,706,718	2.0%	▲	1,925,411,434	-0.2%	▼	\$1.59	2.3%	▲
October - December 2020	\$3,462,097,857	12.8%	▲	2,111,707,327	9.7%	▲	\$1.64	2.8%	▲
October - December 2021	\$3,601,405,629	4.0%	▲	1,992,199,046	-5.7%	▼	\$1.81	10.3%	▲
October - December 2022	\$4,221,048,228	17.2%	▲	1,966,739,304	-1.3%	▼	\$2.15	18.7%	▲

IRI Retail Sales Data

IRI is a data analytics and market research company, headquartered in the U.S. which 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 IRI Unify platform and put into this sheet. It includes all Multi-Outlet retailer point of sale data from the list on PotatoesUSA.com.