

# TOTAL GROCERY STORE POTATO SALES

OCTOBER - DECEMBER 2025

	DOLLAR SALES			VOLUME SALES (FWE)			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
<b>FY26 Q2</b>	<b>\$5.00 B</b>	<b>-0.8%</b>	▼	<b>4.01 B</b>	<b>0.4%</b>	▲	<b>\$2.14</b>	<b>-1.2%</b>	▼
FY25 Q2	\$5.04 B	-0.1%	▼	4.01 B	1.8%	▲	\$2.17	-1.9%	▼
FY24 Q2	\$5.05 B	5.1%	▲	3.96 B	0.0%	▲	\$2.21	5.1%	▲
FY23 Q2	\$4.80 B	17.6%	▲	3.97 B	-0.9%	▼	\$2.10	18.6%	▲
FY22 Q2	\$4.09 B	5.1%	▲	4.05 B	-4.3%	▼	\$1.77	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	
<b>Potato Chips</b>	\$2,166,683,440	0.2%	▲	45%	1,300,216,940	0.7%	▲	32%	\$6.67	-0.4%	▼
<b>Fresh Potatoes</b>	\$1,123,978,087	-1.7%	▼	23%	1,473,509,795	1.5%	▲	37%	\$0.82	-3.1%	▼
<b>Frozen Potatoes</b>	\$860,083,422	-4.0%	▼	18%	665,341,407	-2.4%	▼	17%	\$2.20	-1.7%	▼
<b>Instant Potatoes</b>	\$214,964,477	-3.4%	▼	4.5%	262,109,352	-2.7%	▼	6.5%	\$4.92	-0.6%	▼
<b>Refrigerated Potatoes</b>	\$365,761,652	-0.4%	▼	7.6%	244,225,168	-2.9%	▼	6.1%	\$3.00	2.5%	▲
<b>Deli-Prepared Sides</b>	\$77,118,042	1.8%	▲	1.6%	42,021,120	1.1%	▲	1.0%	\$4.22	0.7%	▲
<b>Canned Potatoes</b>	\$19,263,369	-3.1%	▼	0.4%	25,669,000	-3.2%	▼	0.64%	\$1.20	0.1%	▲

\*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** \$449,956,241  
**% Change vs YA** -2.3%  
**Volume Sales** 203,872,175  
**% Change vs YA** -1.5%

## WEST

**Dollar Sales** \$547,029,491  
**% Change vs YA** -2.0%  
**Volume Sales** 277,818,646  
**% Change vs YA** -0.1%

## PLAINS

**Dollar Sales** \$367,496,909  
**% Change vs YA** 0.3%  
**Volume Sales** 187,469,450  
**% Change vs YA** 1.8%

## GREAT LAKES

**Dollar Sales** \$785,072,116  
**% Change vs YA** 0.3%  
**Volume Sales** 375,608,162  
**% Change vs YA** 2.6%

## NORTHEAST

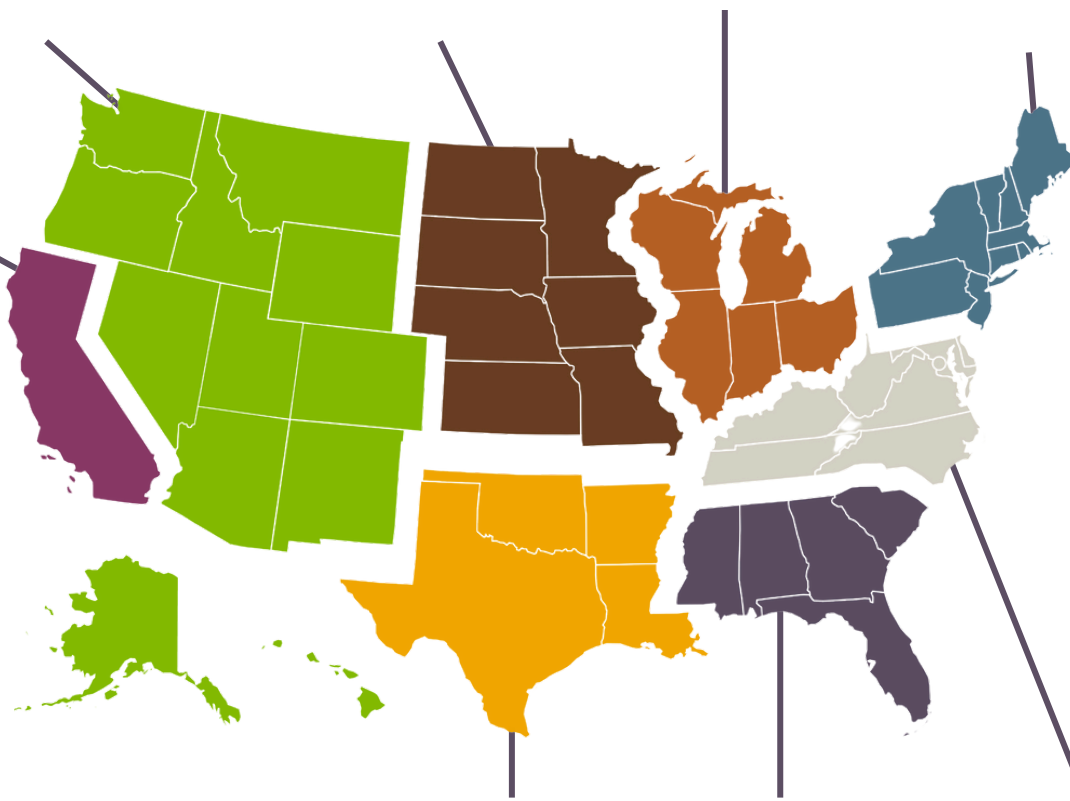
**Dollar Sales** \$795,160,917  
**% Change vs YA** -0.5%  
**Volume Sales** 356,087,488  
**% Change vs YA** 0.0%



The volume share of each region varies.

## Volume Share

**CALIFORNIA** 9%  
**WEST** 12%  
**PLAINS** 8%  
**GREAT LAKES** 16%  
**NORTHEAST** 15%  
**SOUTH CENTRAL** 11%  
**SOUTHEAST** 15%  
**MIDSOUTH** 14%



## SOUTH CENTRAL

**Dollar Sales** \$529,595,951  
**% Change vs YA** 0.4%  
**Volume Sales** 251,394,851  
**% Change vs YA** 1.1%

## SOUTHEAST

**Dollar Sales** \$808,120,095  
**% Change vs YA** -2.2%  
**Volume Sales** 351,920,122  
**% Change vs YA** -1.2%

## MIDSOUTH

**Dollar Sales** \$722,577,147  
**% Change vs YA** -0.5%  
**Volume Sales** 333,835,479  
**% Change vs YA** 0.6%



Important Note



Sales Increase



Sales Decrease

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# TOTAL GROCERY STORE POTATO SALES

## OCTOBER - DECEMBER 2025

Quarterly January 2025 - December 2025

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
January-March 2025	\$4,919,157,661	-1.7%	▼	2,169,971,395	-0.6%	▼	\$2.27	-1.1%	▼
April-June 2025	\$5,037,086,620	-0.30%	▼	2,104,298,864	2.4%	▲	\$2.39	-2.6%	▼
July-September 2025	\$5,011,034,530	-0.20%	▼	2,043,679,227	-1.4%	▼	\$2.45	1.2%	▲
October-December 2025	\$5,005,008,868	-0.8%	▼	\$2,338,006,373	0.4%	▲	\$2.14	-1.2%	▼
January-December 2025	<b>\$19,972,287,679</b>	<b>-0.7%</b>	▼	<b>8,655,955,858</b>	<b>0.2%</b>	▲	<b>\$2.31</b>	<b>-1.0%</b>	▼

Five Year October - December Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
FY22 Q2 (October - December 2021)	\$4,090,642,932	5.1%	▲	2,308,217,943	-4.3%	▼	\$1.77	9.9%	▲
FY23 Q2 (October - December 2022)	\$4,809,020,471	17.6%	▲	2,287,312,422	-0.9%	▼	\$2.10	18.6%	▲
FY24 Q2 (October - December 2023)	\$5,053,246,786	5.1%	▲	2,287,411,501	0.0%	▲	\$2.21	5.1%	▲
FY25 Q2 (October - December 2024)	\$5,046,288,211	-0.1%	▼	2,328,394,399	1.8%	▲	\$2.17	-1.9%	▼
FY26 Q2 (October - December 2025)	\$5,005,008,868	-0.8%	▼	2,338,006,373	0.4%	▲	\$2.14	-1.2%	▼

## 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.

