

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
FY26 Q2	\$5.00 B	-0.8%	▼ 4.01 B	0.4%	▲ \$2.14	-1.2%
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
Potato Chips	\$2,166,683,440	0.2%	45%	1,300,216,940	0.7%	32%
Fresh Potatoes	\$1,123,978,087	-1.7%	23%	1,473,509,795	1.5%	37%
Frozen Potatoes	\$860,083,422	-4.0%	18%	665,341,407	-2.4%	17%
Instant Potatoes	\$214,964,477	-3.4%	4.5%	262,109,352	-2.7%	6.5%
Refrigerated Potatoes	\$365,761,652	-0.4%	7.6%	244,225,168	-2.9%	6.1%
Deli-Prepared Sides	\$77,118,042	1.8%	1.6%	42,021,120	1.1%	1.0%
Canned Potatoes	\$19,263,369	-3.1%	0.4%	25,669,000	-3.2%	0.64%

*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

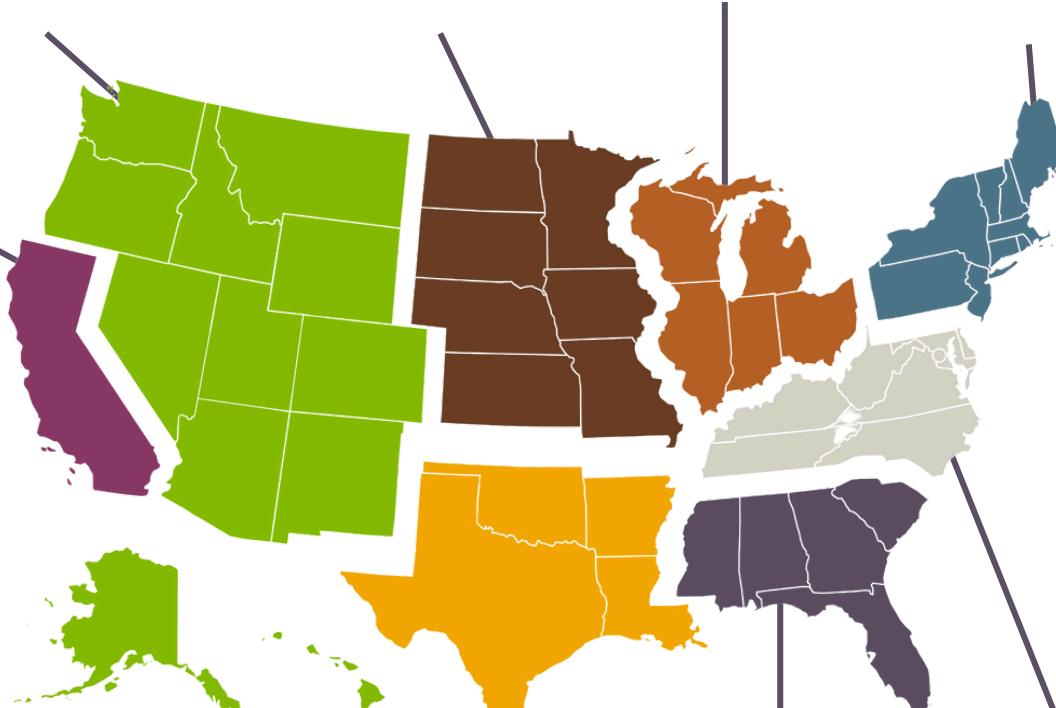
11%

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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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	\$19,972,287,679	-0.7%	8,655,955,858	0.2%	\$2.31	-1.0%

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.

SOURCE: CIRCANA UNIFY INTEGRATED FRESH RETAIL SALES W.E. 12/28/25

! Important Note  Sales Increase  Sales Decrease

Potatoes
USA