

GROCERY STORE FRESH POTATO SALES

OCTOBER - DECEMBER 2025

	DOLLAR SALES		VOLUME SALES		GROCERY PRICE PER POUND	
	Sales	% Change vs YA	Sales	% Change vs YA	Sales	% Change vs YA
FY26 Q2	\$1.12 B	-1.7%	▼ 1.36 B	1.5%	▲ \$0.82	-3.1%
FY25 Q2	\$1.14 B	-3.3%	▼ 1.34 B	0.8%	▲ \$0.85	-4.0%
FY24 Q2	\$1.18 B	-2.8%	▼ 1.33 B	0.8%	▲ \$0.89	-3.6%
FY23 Q2	\$1.21 B	21.4%	▲ 1.32 B	0.1%	▲ \$0.92	21.3%
FY22 Q2	\$1.00 B	1.8%	▲ 1.32 B	-5.6%	▼ \$0.76	7.9%

Potato Type Sales

	Dollar 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
Russet	\$511,958,813	-4.6%	46%	826,568,981	-0.2%	61%	\$0.62	-4.4%
Yellow	\$220,886,294	4.3%	20%	210,121,554	6.7%	15%	\$1.05	-2.2%
Red	\$112,483,700	-10.5%	10%	107,559,217	-2.5%	8%	\$1.05	-8.2%
White	\$36,777,894	-4.1%	3%	48,160,592	-7.8%	4%	\$0.76	4.0%
Petite	\$143,665,591	5.2%	12.8%	63,189,217	3.9%	5%	\$2.27	1.2%
Medley	\$27,124,972	8.0%	2.4%	12,384,459	9.2%	0.9%	\$2.19	-1.1%
Fingerling	\$3,991,440	-13.6%	0.4%	1,375,459	-15.3%	0.1%	\$2.90	2.0%
Purple	\$418,661	25.2%	0.04%	155,922	31.6%	0.01%	\$2.69	-4.9%
All Other	\$11,811,297	13.3%	1.1%	8,504,051	14.8%	0.6%	\$1.39	-1.3%



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CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$108,780,738	Dollar Sales	\$126,458,052	Dollar Sales	\$77,484,720	Dollar Sales	\$161,723,064	Dollar Sales	\$186,726,466
% Change vs YA	-4.6%	% Change vs YA	-2.1%	% Change vs YA	-2.4%	% Change vs YA	0.5%	% Change vs YA	-0.9%
Volume Sales	125,315,651	Volume Sales	171,350,739	Volume Sales	107,068,265	Volume Sales	209,119,653	Volume Sales	211,021,409
% Change vs YA	-0.1%	% Change vs YA	1.6%	% Change vs YA	2.2%	% Change vs YA	4.0%	% Change vs YA	0.7%



The volume share of each region varies.

CALIFORNIA

WEST

PLAINS

GREAT LAKES

NORTHEAST

SOUTH CENTRAL

SOUTHEAST

MIDSOUTH

Volume Share

9%



13%



8%



15%



15%



11%



15%



14%



SOUTH CENTRAL

Dollar Sales \$113,371,955

% Change vs YA -0.5%

Volume Sales 149,942,689

% Change vs YA 1.8%

SOUTHEAST

Dollar Sales \$185,183,874

% Change vs YA -2.5%

Volume Sales 198,999,017

% Change vs YA 0.1%

MIDSOUTH

Dollar Sales \$164,249,217

% Change vs YA -2.0%

Volume Sales 191,543,496

% Change vs YA 1.1%



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	\$191,577,424	3.7%	21%	75,802,446	3.1%	6.6%	\$2.53	0.5%
2 - 4 lbs.	\$107,720,456	3.0%	12%	77,384,901	8.9%	6.7%	\$1.39	-5.4%
5 lbs.	\$427,442,897	-4.3%	47%	627,051,428	-0.3%	55%	\$0.68	-3.9%
8 lbs.	\$45,243,781	-0.7%	4.9%	66,675,467	0.0%	5.8%	\$0.68	-0.7%
10 lbs.	\$129,030,634	-2.4%	14%	290,564,447	4.6%	25%	\$0.44	-6.7%
> 10 lbs.	\$1,873,740	-60.1%	0.2%	4,690,464	-55.6%	0.4%	\$0.40	-10.0%
All Other Sizes	\$13,855,397	-6.7%	1.5%	5,695,144	-10.4%	0.5%	\$2.43	4.2%

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	\$853,068,596	-2.1%	80%	1,117,173,227	1.0%	87%	\$0.76	-3.0%
Bulk	\$152,373,950	-2.4%	14%	130,154,992	-2.8%	10%	\$1.17	0.4%
Micro/Steamer	\$4,394,428	-12.8%	0.4%	2,367,256	-11.2%	0.2%	\$1.86	-1.8%
Single Wrapped	\$9,095,359	-5.7%	0.9%	4,846,657	-3.2%	0.4%	\$1.88	-2.6%
Tray	\$6,275,638	9.1%	0.6%	2,048,101	12.3%	0.2%	\$3.06	-2.8%
All Other Packages	\$43,889,442	6.2%	4.1%	21,423,237	11.2%	1.7%	\$2.05	-4.5%

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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	\$1,019,055,431	-1.7% 	95.3%	1,250,437,809	0.8% 	97.8%	\$0.81	-2.5% 
Organic	\$50,062,848	-4.7% 	4.7%	27,581,479	-3.7% 	2.2%	\$1.82	-1.1% 

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	\$1,092,437,506	-3.2% 	1,225,641,936	-0.6% 	\$0.89	-2.6% 
April-June 2025	\$1,015,971,166	1.7% 	1,120,057,598	4.2% 	\$0.91	-2.4% 
July-September 2025	\$1,058,536,424	2.3% 	1,085,185,797	-0.8% 	\$0.98	3.1% 
October-December 2025	\$1,123,978,087	-1.7% 	1,364,360,921	1.5% 	\$0.82	-3.1% 
January-December 2025	\$4,290,923,183	-0.3% 	4,795,246,252	1.0% 	\$0.89	-1.4% 

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)	\$1,002,322,320	1.8% 	1,322,654,811	-5.6% 	\$0.76	7.9% 
FY23 Q2 (October - December 2022)	\$1,216,535,903	21.4% 	1,323,640,103	0.1% 	\$0.92	21.3% 
FY24 Q2 (October - December 2023)	\$1,182,381,203	-2.8% 	1,334,102,251	0.8% 	\$0.89	-3.6% 
FY25 Q2 (October - December 2024)	\$1,143,570,419	-3.3% 	1,344,731,447	0.8% 	\$0.85	-4.0% 
FY26 Q2 (October - December 2025)	\$1,123,978,087	-1.7% 	1,364,360,921	1.5% 	\$0.82	-3.1% 