

2024 Consumer

ATTITUDES & USAGE

OF POTATOES

THE POTATO LOVE IS REAL

POTATOES ARE AMERICA'S FAVORITE VEGETABLE



FOR 8 STRAIGHT YEARS potatoes take the top spot.

AMERICANS ARE EATING MORE POTATOES

82% EAT THEM EVERY WEEK



1/3

eat potatoes at least 3 times per week.

FRIES & BAKED POTATOES TAKE THE TOP SPOT



At home, consumers are more likely to eat their potatoes baked or mashed.



When dining out, they're more likely to eat fries, mashed potatoes, or potato chips.

CONSUMERS MOST RECENTLY ATE POTATOES FOR:

- Breakfast - 15%
- Lunch - 26%
- Dinner - 51%
- Snack - 7%





TOP 5 REASONS CONSUMERS LOVE POTATOES



- #1 A Real, Natural Food
- #2 Eaten a Number of Ways
- #3 Fill You Up
- #4 Satisfying
- #5 Versatile

BELIEF IN THE HEALTH BENEFITS OF POTATOES IS STRONG*

- “They’re a vegetable and offer important nutrients to perform.”
- “They provide nutrients, vitamins, and minerals, and are healthy for you.”
- “They’re low in calories and good for weight management.”
- “They’re an excellent source of vitamin C and contain fiber.”



CONFIDENCE IN USING POTATOES AS A FUEL FOR ATHLETIC PERFORMANCE IS HIGH

- 68%** Helps fuel everyday activities and provides sustained energy.
- 66%** Fuel for the body and the brain.
- 58%** Nutrient-dense, energy-packed vegetable.
- 51%** Good for athletic performance and recovery with high-quality protein.



KEY TAKEAWAYS

1. Potatoes continue to be America’s Favorite Vegetable, and they’re eating more of them than ever.
2. Consumers love potatoes because they’re real, natural, and can be eaten a number of ways.
3. Confidence in the health and performance benefits of potatoes continues to grow, year after year.

METHODOLOGY

The Consumer Attitudes and Usage online study is conducted annually to gather insights on U.S. consumers, evaluating their attitudes towards foods—potatoes in particular—and their dietary choices. This year’s study was fielded in January 2024 and included results from 2,000 respondents that were balanced to current census data on gender, income, and age.

* Based on this survey, consumers believe potatoes are low in calories, however, they do not meet the definition of “low in calories,” as they have 110 in a 5.3 oz potato. Consumer also believe potatoes contain fiber. “Contain” is defined as 10% DV, and potatoes have 2 grams for 7% DV.