

# 2024

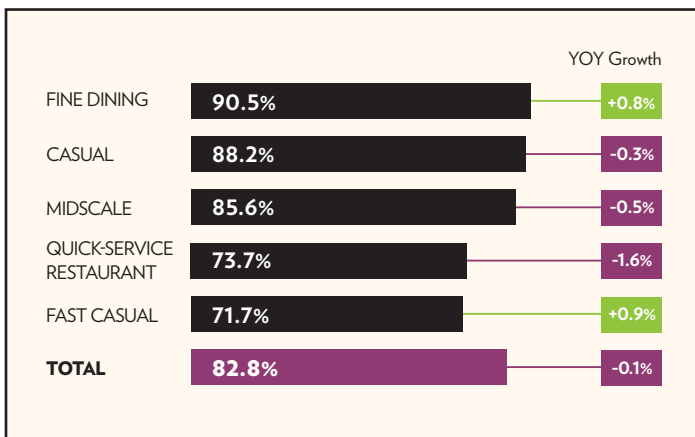
## POTATO MENU TRENDS FOR FOODSERVICE OPERATORS

Datassential



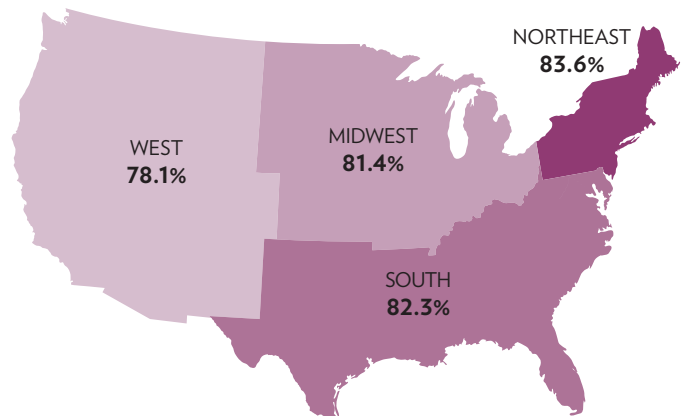
### MADE FOR THE MENU

Potatoes continue to be one of the most menued items in America, appearing on nearly 83% of all U.S. restaurant menus. Menu inclusion continues to increase in fine dining and fast casual, while casual and midscale remain stable. The chart below shows potato menu penetration by operator segment.



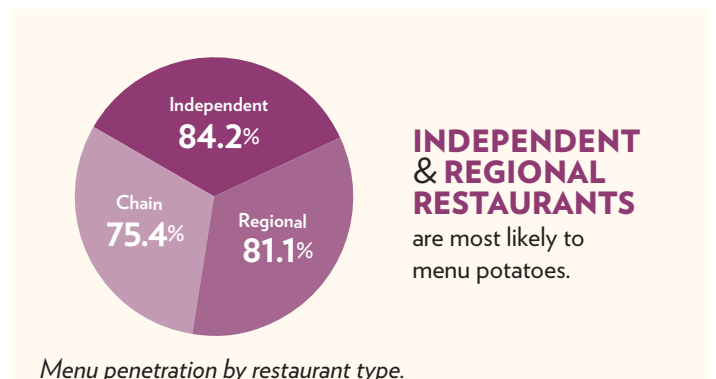
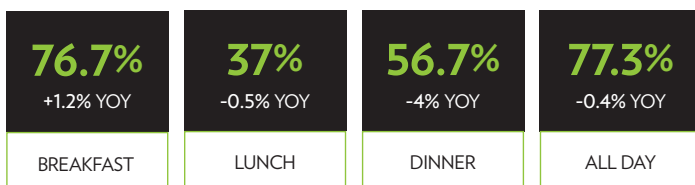
### BELOVED NATIONWIDE

Menu penetration varies region to region, but love for potatoes remains strong nationwide. And while the South and Northeast tend to menu more potato dishes, the Midwest and West are close behind. The charts below show the percentage of operators that menu potatoes, by region and by restaurant type.



### ORDERED ALL DAY LONG

Potatoes are consistently a breakfast and all-day menu all-star. Potato-based bowls, soups, crusts, and toppers are all in the ubiquity or proliferation stage, meaning they're well-menued and well-liked. Below are the potato menu inclusion percentages by daypart.



# POTATO DISH TRENDS



## TOP POTATO DISHES

By penetration

- Fries **(72.1%)\***
- Mashed **(27.8%)\***
- Potato Salad **(16.3%)**
- Hash Brown **(16.1%)**
- Baked Potato **(12.5%)\***

\*Gen Z Favorite



## TRENDING DISHES

By 4-year growth

- Gluten-Free Pizza **(+305%)**
- Jeera Aloo **(+102%)**
- Truffle Fries **(+69%)**
- Buffalo Chicken Fries **(+59%)**
- Loaded Fries **(+52%)**



## TRENDING FLAVORS

By 4-year growth

- Mango Habanero **(+325%)**
- Chicken Bacon Ranch **(+279%)**
- Nashville Hot **(+197%)**
- Hot Honey **(+178%)**
- Parmesan Sauce **(+85%)**

## THE GEN Z FLAVOR PROFILE



Compared to the rest of the population, Gen Z consumers have a higher affinity for sauces and flavors traditional to global cuisines, including:

- Classic Mexican flavors like chamoy and Tajín.
- Asian cuisine staples like gochujang, black vinegar, eel sauce, and ponzu.
- Spicy flavors such as chili crisp, diablo sauce, and Nashville hot.

Gen Z is attracted to potato dishes packed with extra flavors and ingredients, like fries, loaded baked potatoes, and potato skins, as well as classic comfort foods like mashed or garlic mashed potatoes.



## KEY TAKEAWAYS

The foodservice industry became a 1 trillion dollar industry in 2024 and continues to grow and evolve, much like patrons' love for potatoes. Here are the biggest shifts from this past year:

- Potatoes continue to be one of the most menued items in America.
- The breakfast and all-day categories keep their crown as the most popular dayparts.
- Globally inspired dishes remain popular with patrons, especially Gen Z.
- Mango habanero, chicken bacon ranch, Nashville hot, and hot honey are the top potato flavors, with each boasting at least 175% menu growth over the past four years.



If you're an operator looking to apply these trends to your menu, join us for an [all-expenses-paid Menu Innovation Session](#).

## METHODOLOGY

MenuTrends by Datassential is the foodservice industry's system for tracking trends at commercial and noncommercial restaurants. The primary U.S. Chains & Independents database is made up of 4,800 restaurants that are balanced to the U.S. restaurant landscape. Data is reported using two key metrics, penetration and incidence, across millions of menu items to identify patterns and forecast future trends.