

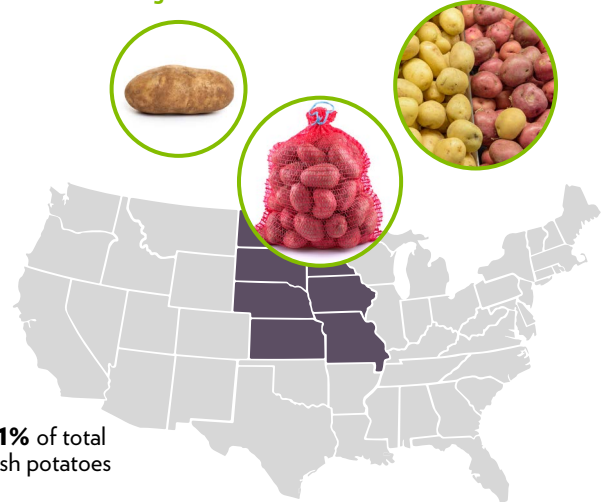
2024 CALENDAR YEAR FRESH POTATO PERFORMANCE AND MERCHANDISING REVIEW

Potatoes remain a dependable, year-round powerhouse in the produce department. Purchased by 85% of U.S. households, they lead vegetable sales by volume and rank as the third-largest produce item overall. In 2024, deflationary conditions fueled strong pound growth and a renewed preference for larger bags. This presents opportunities for growers and retailers to capitalize on potato demand and drive shared growth.

Want the full report? [Schedule a free meeting with Potatoes USA](#) to discover how these insights can increase sales.

TOP FINDINGS – PLAINS

- The Plains region accounted for 7.1% of total potato volume sales at retail.
- 2024 marked the second-highest volume sales in six years for the region.
- Deflation pressured dollar sales but boosted volume, with russets impacted the most.
- Russets made up 64% of volume sales; the region over-indexed for yellow potatoes.
- The region shifted back to large pack sizes, including 8- and 10-pound bags.



PLAINS SHARE OF THE U.S. MARKET IN UNIT SALES

7.0% of total food and beverages **6.9%** of total fresh departments **6.6%** of total fresh produce **6.7%** of total fresh vegetables **7.1%** of total fresh potatoes

Source: Circana, Integrated Fresh, Plains region as a share of total U.S., MULO+, 52 w.e. 12/29/2024

2024 SALES PERFORMANCE

Potato sales in the Plains region experienced above-average unit and volume growth, though dollar sales fell behind the national trend.

| Total U.S. vs. Plains | \$ sales | \$ vs. YA* | Unit sales | Units vs. YA* | Volume sales | Pounds vs. YA* |
|--------------------------|---------------|--------------|-------------|---------------|--------------|----------------|
| U.S. vegetables | \$43.9B | +2.2% | 18.2B | +2.2% | 22.4B | +2.7% |
| Plains vegetables | \$2.9B | +1.1% | 1.2B | +2.4% | 1.6B | +3.3% |
| U.S. potatoes | \$4.3B | -4.8% | 1.2B | +3.0% | 4.7B | +3.8% |
| Plains potatoes | \$295M | -6.3% | 83M | +3.7% | 366M | +4.7% |

Source: Circana, Integrated Fresh, Total U.S. and Plains region, MULO+, 52 w.e. 12/29/2024
 **YA* stands for "year ago."

2024 VOLUME PERFORMANCE BY VARIETY

Russet potatoes drove regional volume growth in 2024 with a 7.0% increase. Yellow potatoes also contributed to gains with an 8.0% increase, while red and white varieties declined.

| 2024 | Volume sales total U.S. | Volume share | Volume sales % vs. YA* | Volume sales Plains | Volume share | Volume sales % vs. YA* |
|-----------------------|-------------------------|---------------|------------------------|---------------------|---------------|------------------------|
| Total potatoes | 4.7B | 100.0% | +3.8% | 366M | 100.0% | +4.7% |
| Russet | 2.9B | 60.8% | +6.8% | 233M | 63.6% | +7.0% |
| Yellow | 724M | 15.3% | +4.3% | 60M | 16.4% | +8.0% |
| Petite | 235M | 5.0% | +7.0% | 9.5M | 2.6% | -5.9% |
| Red | 464M | 9.8% | -12.5% | 40M | 10.9% | -13.1% |
| White | 179M | 3.8% | -3.7% | 0.7M | 0.2% | -58.2% |
| Fingerling | 6M | 0.1% | +14.2% | 0.2M | 0.1% | +1.7% |
| Purple | 0.5M | <0.1% | -10.8% | 18K | <0.1% | -37.6% |

Source: Circana, Integrated Fresh, Fresh potatoes, Total U.S. and Plains region, MULO+, 52 w.e. 12/29/2024
 **YA* stands for "year ago."

Unlock customized insights and proven strategies to drive potato category growth.

Schedule your complimentary meeting with Potatoes USA today by contacting retail@potatoesusa.com.

