

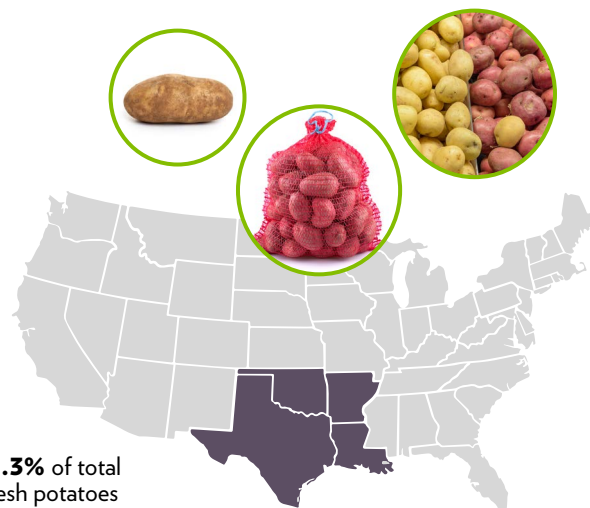
2024 CALENDAR YEAR FRESH POTATO PERFORMANCE AND MERCHANDISING REVIEW

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 – SOUTH CENTRAL

- The South Central region accounted for 11.3% of total potato volume sales at retail.
- Deflation in russets drove year-over-year dollar declines.
- The region saw volume and unit pressure, unlike other regions.
- Russets made up 64% of volume sales; the region over-indexed for white potatoes.
- Organics accounted for less than 4% of sales, while large packs saw above-average growth.



SOUTH CENTRAL SHARE OF THE U.S. MARKET IN UNIT SALES

11.9% of total food and beverages **10.9%** of total fresh departments **10.7%** of total fresh produce **10.6%** of total fresh vegetables **11.3%** of total fresh potatoes

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

2024 SALES PERFORMANCE

Potato dollar sales declined across the U.S., with the South Central region seeing a steeper decline than the national average.

Total U.S. vs. South Central	\$ 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%
South Central vegetables	\$3.9B	+2.1%	1.9B	+1.7%	2.4B	+1.7%
U.S. potatoes	\$4.3B	-4.8%	1.2B	+3.0%	4.7B	+3.8%
South Central potatoes	\$450M	-8.8%	132M	-0.1%	551M	-0.3%

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

2024 VOLUME PERFORMANCE BY VARIETY

Russet potatoes led volume growth in the South Central region, with volume up nearly 4.0% in 2024.

2024	Volume sales total U.S.	Volume share	Volume sales % vs. YA*	Volume sales South Central	Volume share	Volume sales % vs. YA*
Total potatoes	4.7B	100.0%	+3.8%	551M	100.0%	-0.3%
Russet	2.9B	60.8%	+6.8%	354M	64.2%	+4.0%
Yellow	724M	15.3%	+4.3%	63M	11.4%	+14.7%
Red	464M	9.8%	-12.5%	46M	8.4%	-15.6%
Petite	235M	5.0%	+7.0%	20M	3.6%	+12.3%
White	179M	3.8%	-3.7%	49M	8.9%	-6.1%
Fingerling	6M	0.1%	+14.2%	0.2M	0.0%	-25.6%
Purple	0.5M	<0.1%	-10.8%	29K	<0.1%	-16.8%

Source: Circana, Integrated Fresh, Fresh potatoes, Total U.S. and South Central 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.

