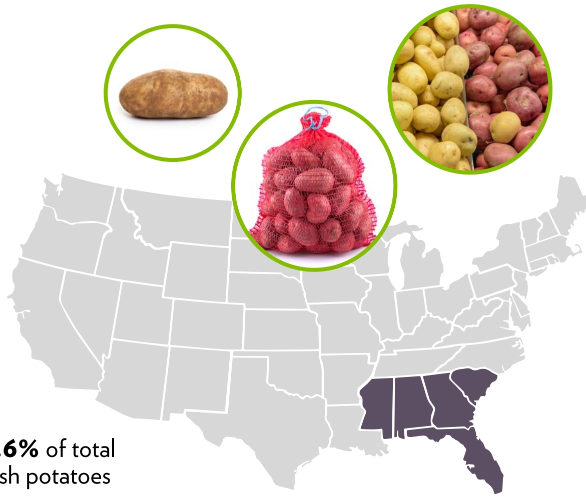
2024 CALENDAR YEAR FRESH POTATO PERFORMANCE AND MERCHANDISING REVIEW

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 – SOUTHEAST

- The Southeast region accounted for nearly 13% of total potato volume sales at retail.
- Volume sales reached a six-year high, aligning with the region's population growth.
- Deflation pressured dollar sales but lifted volume, with russets impacted the most.
- The region over-indexed for red potatoes, though sales modestly shifted toward yellow and white.
- Organic potatoes held an above-average share in the Southeast.

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

16.1% of total food and beverages

15.9% of total fresh departments

15.4% of total fresh produce

14.9% of total fresh vegetables

12.6% of total fresh potatoes

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

2024 SALES PERFORMANCE

Potato sales in the Southeast outperformed the national average in both unit and volume growth for 2024.

Total U.S. vs. Southeast	$ 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%
Southeast vegetables	**$6.8B**	**+3.7%**	**2.7B**	**+3.4%**	**3.3B**	**+3.1%**
U.S. potatoes	$4.3B	-4.8%	1.2B	+3.0%	4.7B	+3.8%
Southeast potatoes	**$723M**	**-3.9%**	**183M**	**+3.3%**	**714M**	**+5.9%**

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

2024 VOLUME PERFORMANCE BY VARIETY

Among major varieties, russets experienced the steepest price-per-pound declines, while white potatoes also saw significant deflation. Prices stayed stable for yellow potatoes but rose for petite and red potatoes.

2024	Volume sales Total U.S.	Volume share	Volume sales % vs. YA*	Volume sales Southeast	Volume share	Volume sales % vs. YA*
Total potatoes	**4.7B**	**100.0%**	**+3.8%**	**714M**	**100.0%**	**+5.9%**
Russet	2.9B	60.8%	+6.8%	445M	62.3%	+13.1%
Yellow	724M	15.3%	+4.3%	103M	14.4%	+3.3%
Petite	235M	5.0%	+7.0%	41.4M	5.8%	-4.3%
Red	464M	9.8%	-12.5%	87.3M	12.2%	-18.1%
White	179M	3.8%	-3.7%	20.1M	2.8%	+25.0%
Fingerling	6M	0.1%	+14.2%	1.0M	0.1%	+41.5%
Purple	0.5M	<0.1%	-10.8%	14K	<0.1%	-32.7%

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