

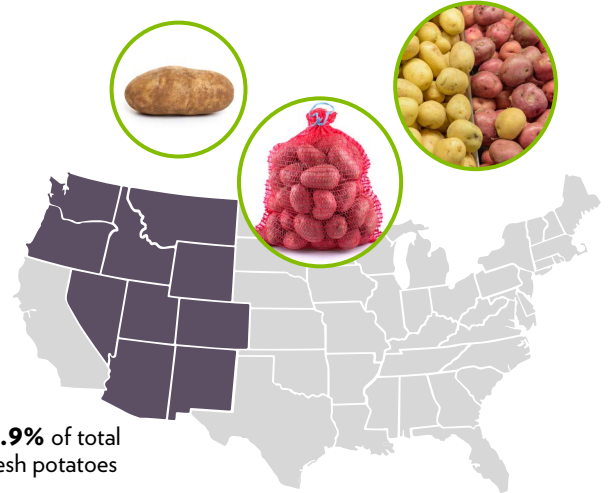
2024 CALENDAR YEAR FRESH POTATO PERFORMANCE AND MERCHANDISING REVIEW

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 – THE WEST

- The West region accounted for nearly 12% of total potato volume sales at retail.
- 2024 marked the second-highest dollar and volume sales in six years.
- Deflation pressured dollar sales but lifted volume, with russets impacted the most.
- Russets made up 62% of volume sales; yellow and white potatoes saw above-average growth.
- The West had an above-average share of organic potato sales with strong growth.



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

11.5% of total food and beverages **12.0%** of total fresh departments **13.2%** of total fresh produce **13.4%** of total fresh vegetables **11.9%** of total fresh potatoes

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

2024 SALES PERFORMANCE

Potato performance in the West region was mixed, with dollar sales declining at a steeper rate than the total U.S., while unit sales outperformed the national average.

Total U.S. vs. The West	\$ 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%
West vegetables	\$5.8B	+2.6%	2.4B	+1.9%	2.9B	+1.9%
U.S. potatoes	\$4.3B	-4.8%	1.2B	+3.0%	4.7B	+3.8%
West potatoes	\$481M	-8.2%	139M	+3.6%	588M	+3.2%

Source: Circana, Integrated Fresh, Total U.S. and West region, 52 w.e. 12/29/2024

*"YA" stands for "year ago."

2024 VOLUME PERFORMANCE BY VARIETY

Russet potatoes, responsible for nearly 62% of total volume sold in the West, fueled the majority of the region's gains. Yellow, petite, and white potatoes also supported the 3.2% overall volume growth.

2024	Volume sales total U.S.	Volume share	Volume sales % vs. YA*	Volume sales The West	Volume share	Volume sales % vs. YA*
Total potatoes	4.7B	100.0%	+3.8%	588M	100.0%	+3.2%
Russet	2.9B	60.8%	+6.8%	364M	61.9%	+2.1%
Yellow	724M	15.3%	+4.3%	94.2M	16.0%	+5.9%
Petite	235M	5.0%	+7.0%	31.6M	5.4%	+7.7%
Red	464M	9.8%	-12.5%	41.3M	7.0%	-9.1%
White	179M	3.8%	-3.7%	8.6M	1.5%	+19.5%
Fingerling	6M	0.1%	+14.2%	0.6M	0.1%	+5.8%
Purple	0.5M	<0.1%	-10.8%	45K	<0.1%	+4.4%

Source: Circana, Integrated Fresh, Fresh potatoes, Total U.S. and West region, 52 w.e. 12/29/2024

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

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

