

FRESH POTATO CONSUMER PROFILE



Grocery retailers sell more potatoes by volume than any other vegetable. 80% of consumers report eating potatoes once a week and almost 80% of households buy fresh potatoes annually in grocery stores.¹ Knowing how potatoes impact the overall basket size—as well as what drives consumers to buy more potatoes—helps plan for long-term future sales.

Basket Size

Baskets containing potatoes are more than twice as valuable to grocery stores as those without. The only vegetable with larger basket sizes is lettuce.¹



Baskets with Potatoes

\$84.70

Baskets without Potatoes

\$40.50

Potato Households



Consumers getting started in their careers and those raising young children are the lowest potato consumers. Both categories under-index in potato purchasing while 65+ remain the most prominent potato consumers.¹

**Getting Started
(No children)**

Purchasing least amount of potatoes.

**Young Families
(Children <12)**

Purchasing fewer amounts of potatoes.

**Raising Teens
(Children 12-17)**

Purchasing larger amounts of potatoes.

**Established Workers
(No children)**

Purchasing larger amounts of potatoes.

**Retired
(65+)**

Most prominent potato purchasers.

America's Favorite Vegetable



Almost 80% of households purchase potatoes six times per year. While consumers are buying potatoes most often as a home staple, like milk, bread, and eggs,¹ almost one in five consumers would eat more if they had recipe inspiration prior to going shopping.²

Consumer Consumption

While convenience, ease of use, and versatility were the top reasons consumers ate potatoes in 2022, one in three said they see potatoes as a good fuel source for the body and brain.² Showcasing the nutrients in America's favorite vegetable will help consumers feel even more confident purchasing potatoes.

A 5.3 oz skin-on potato contains:

Vitamin C:	27 mg	Aids in collagen production and is a major component of muscle tissue
Protein:	3 g	A key component of muscle and an important for athletic performance
Potassium:	620 mg	An electrolyte essential for muscles
Iron:	1.1 mg	Carries oxygen to all parts of the body, including the muscles
Fiber:	2 g	Helps stomachs feel full longer
Carbohydrates:	26 g	Key source of energy helping fuel the body

