

# POTATOES ARE A POWERHOUSE IN PRODUCE

Potatoes continue to be a staple in consumer shopping baskets across the country.

**85.3%**  
of households buy potatoes

Potatoes have one of the highest household penetration of all vegetables. **Fresh potatoes are purchased nearly 11x per year.**

## Potatoes Move the Pounds

Potatoes are a key player in the produce section, moving more pounds than any other vegetable.

**#1**

Potatoes are the No. 1 seller in pounds among fresh vegetables

**20.9%**  
of total vegetable pounds sales

**9.3%**  
of total produce pounds sales

## Potatoes Maintain Dollars and Growth

Despite deflation, fresh potatoes rank sixth out of 130 fresh produce categories for dollar sales. In the past six years, volume has remained consistently higher than 2019, indicating potatoes' staying power on consumer plates.

**\$4.3 BILLION**  
generated in fresh potato volume sales at retail

**\$1.42 BILLION**  
in additional sales in latest 52 weeks vs. 2019 sales

**4.5%**  
of total produce dollar sales

**9.5%**  
of total vegetable dollar sales

## Unlock Growth Potential With

## One Extra Purchase



If **just half of potato-buying households** made **ONE** extra purchase, it would result in an additional **\$216 million in sales** and an extra **240 million pounds** of potatoes sold annually.



**READY TO HARNESS THE POWER OF POTATOES AT YOUR STORE?**

Scan the QR code to get our Merchandising Best Practices Guide.

**Potatoes**  
USA