

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.

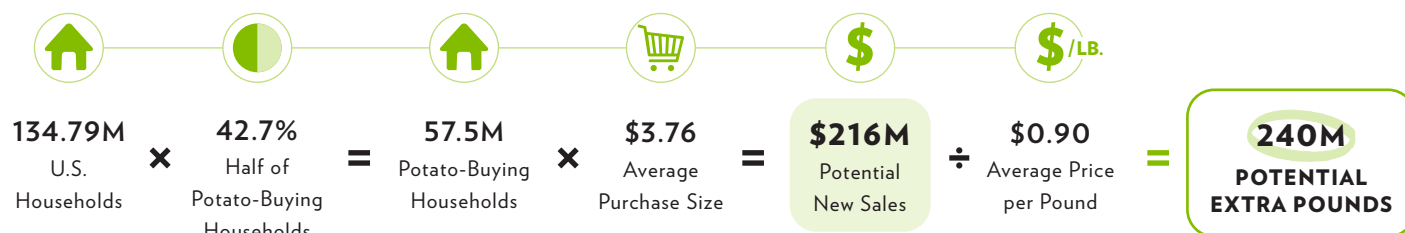
\$4.3 BILLION
generated in fresh potato
volume sales at retail

4.5%
of total produce dollar sales

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