



Potatoes[®]
USA

Understanding the Consumer Path to Purchasing Potatoes

Potatoes are a staple in consumers' kitchens. They earn a place on the table whether it's a casual Wednesday night or a Thanksgiving feast. Consumer favorability for potatoes translates to valuable opportunities for you at retail. This guide outlines key findings from the **Potato Path to Purchase** study, fielded by NielsenIQ, about consumer behavior and purchase patterns while providing actionable steps you can take to help drive retail sales.

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What's Inside

- Potato Consumer Usage and Mindsets.
- Potato Consumer Motivations to Buy.
- Decision-making Process and Touchpoints Along the Path to Purchase.

Sneak Peek: Key Insights

- **Look for the  to find actionable insights.**
- Potatoes are a planned purchase.
- People love potatoes for their versatility and taste.
- Planned meals have the most influence on purchases pre-trip.
- Point-of-purchase displays have the most influence on purchases in-store.

Path to Purchase



Grocery Trip Planning



Purchase Drivers



In-Store Experience



Consumption & Usage



85% of Households Are Potato Households



37%
Millennials



22%
Gen X



36%
Boomers



53%
Female



47%
Male

ALL GENERATIONS



38%
Households With Kids



35%
Urban



34%
Suburban



30%
Rural

ALL REGIONS

FAVORITES



RUSSET



YELLOW



RED

✓ Drive additional purchase of favorites using 5-lb. bags to avoid waste.

OTHER TYPES



WHITE



FINGERLING



PURPLE



PETITE

✓ Drive additional purchase through education and introductions to other types.

PRIMARY PURCHASE MOTIVATORS



Versatility: 89% believe potatoes are versatile and easily adapted to many different types of dishes.

- ✔ Provide on-pack and on-shelf meal inspiration to show potatoes as part of meal lineup throughout week.



Freshness and Quality: 84% want see-through bags to guarantee freshness and quality.

- ✔ Use see-through bags for proof.



Recipe Inspiration: Significantly motivate purchases when engaged with pre-trip and in-store.

- ✔ Close gap between recipe inspiration and purchase with shoppable recipes, digital grocery lists, cross-merchandising displays.



Nutrition: 80% believe potatoes provide essential nutrients and 78% believe they are an overall healthy choice.

- ✔ Include simple nutrition facts in signage.



Quantity: Consumers don't want to buy more than they need for risk of food waste.

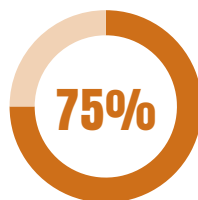
- ✔ Provide tips to help consumers use up larger quantities, extend shelf life at home and properly store potatoes.



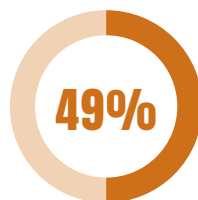
Price: 60% compare prices before buying and 56% spend time looking for best prices and deals.

- ✔ Leverage pack size variety and bulk to drive purchases and provide price point flexibility.

HABITS PREVENT EXPLORATION



believe some types are better than others.



always buy the same type of potato.



of Russet shoppers would forego the purchase and not switch to another type.

- ✔ Educate on types and substitutions to raise awareness of all types.

- ✔ Ensure tight inventory controls to avoid lost purchases.



90%+ PRE-PLAN their potato purchases

✔ **Prioritize pre-store touchpoints to influence consumer decisions.**



Plan which potato type they will buy. All types have high pre-trip purchase intent.

Pre-Trip Top Influence: Planned Meals

✔ **Integrate potatoes in recipe suggestions to optimize the pre-planned purchase.**



Pre-store high-impact influences

Tactics consumers are engaging with that are driving high reach.

- Price and promotions in circular/flyer
- Recommendations from family and friends
- YouTube recipes
- Product in cookbook
- Shopping list app
- Ad in magazine or newspaper



Pre-store low-impact influences

Tactics with high reach but are being underutilized.

- Facebook recipes
- TV ads
- TikTok recipes
- Website recipes
- Pinterest recipes



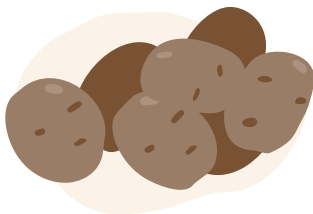
Influences by generation

- **Gen Z:** TikTok, friends and family
- **Millennials:** YouTube, TV, TikTok



- **Gen X:** Circulars
- **Boomers:** Flyers

✔ **Leverage consumers' main sources of meal inspiration to help potatoes take a front row seat on weekly menus.**



44%+ went straight to the type they planned to purchase

✓ **Place potatoes in a readily accessible location within the store.**



In-store Display

Visual displays and signage drive influence over discounts and promotions in store. 34% say they saw a display and 13% saw a discount or promotion.

✓ **Level up in-store impact with large displays, secondary locations and inspirational signage.**



Online

Planned purchase shoppers execute by typing in the name of the item they wish to purchase.

✓ **Optimize searchability by ensuring accurate and detailed descriptions of products.**



In-store High-Impact Influences

Tactics consumers are engaging with and driving high reach.

- Displays
- Weekly physical circular/flyer
- Header above product



In-store Low-Impact Influences

Tactics with high reach but are being underutilized.

- Signage
- Discount or sale
- Special promotion
- Weekly circular/flyer on mobile



EVERYONE LOVES POTATOES

78% agree that potatoes taste great. Consumption is cross-household.

✔ Share family-focused recipes and inspiration.

DINNER IS KING Among all generations.



82%
use as sidedish



52%
in a recipe



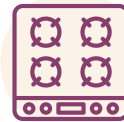
48%
in a stew/soup

✔ Share recipes and inspiration that feature potatoes as part of dinner.

COOKING METHODS



69%
oven



64%
stovetop



36%
microwave



31%
air fryer

✔ Showcase the flexibility and versatility potatoes offer by spotlighting recipes that use various cooking methods.



EVERYDAY COOKING

- Russet, yellow and red.
- Driven by familiarity and recipes.
- Popular choice for weekday and weekend dinners.

✔ Highlight new ways of using the more common varieties in special ways.



SPECIAL OCCASIONS

- Purple/blue, fingerling and white.
- Driven by the desire to experience something unique to celebrate special moments.

✔ Expand special occasions beyond the primary holidays, from date night to self-invented holidays.



43%
Millennials

**MILLENNIALS LOVE
FROZEN POTATOES**



53%
Female



47%
Male



45%
Households With Kids



36%
Urban

PRIMARY PURCHASE MOTIVATORS



Awareness: 69% lack awareness of different types available.

- ✔ **Provide category education or mix-and-match promotions to improve engagement.**



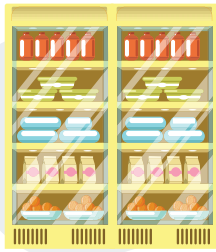
Assortment Variety: 61% buy different types for different meals.

- ✔ **Ensure your shoppers have a variety of inventory to choose from to avoid lost purchases.**

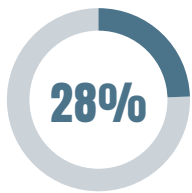


Price: 74% always compare price across items/brands before buying.

- ✔ **Price matters and can override loyalty. Ensure discounts/promotions are planned.**



82%+ **PRE-PLAN** their frozen potato purchases



Pre-Trip Top Influence: Price
Check price and promotions across stores.

✔ **Prioritize promotions to earn purchases in frozen potatoes.**

Pre-Store Influences:



• **Gen Z:** *TikTok, friends and family, YouTube, online searches*

• **Millennials:** *Digital resources*



Frozen Fresh
76% who buy frozen also buy Russet.
48% also buy red.
45% also buy yellow.

✔ **Consider cross-promotions and recipe inspiration that call for both kinds of potatoes.**

✔ **Leverage consumers' main sources of meal inspiration to help potatoes take a front seat on weekly menus.**



36% went straight to the type they planned to purchase

✔ **Ensure good in-stock positions and provide substitution suggestions to avoid lost purchases.**



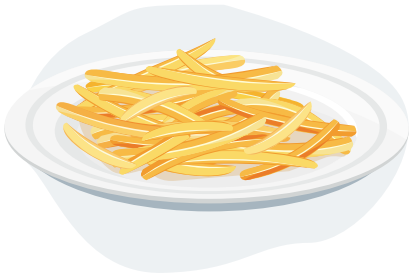
In-Store Top Influence: Price
24% browse across items when finalizing their product selection.

✔ **Display clear and prominent pricing information, leveraging promotions to drive additional purchases.**



Online
Planned purchase shoppers execute by typing in the name of the item they wish to purchase.

✔ **Optimize searchability by ensuring accurate and detailed descriptions of products.**



EVERYONE LOVES FROZEN POTATOES

Consumption is cross-household, but children index above average.

- ✔ Share family-focused recipes and inspiration.

DINNER IS KING

Among all generations.



80%
use as sidedish



52%
in a recipe



46%
in a stew/soup

- ✔ Share recipes and cooking inspiration that showcase frozen potatoes for dinner.

FROZEN FRESH



69%
oven



56%
stovetop



47%
air fryer



35%
microwave

- ✔ Inspire creativity and experimentation across product types by spotlighting recipes that use various cooking methods.



Value-added Potatoes Provide the Convenience Consumers Crave In Today's Hectic World

PRIMARY PURCHASE MOTIVATORS



Convenience: Quick, hassle-free solutions make meal prep simple and hectic family schedules easier to navigate.



Shelf-life: Flexible storage options and longer shelf lives help consumers reduce waste and keep potatoes on hand continuously.



Consistency: Consumers can count on a consistent, reliable product due to processing.



Waste Reduction: Storage flexibility and package size variety helps consumers reduce food waste.

✔ **Lean into promotional language and signage that spotlight convenience and time savings.**

VALUE ADDED GO-TOS



48%
Instant



20%
Ready-to-Cook Fresh