Potatoes USA

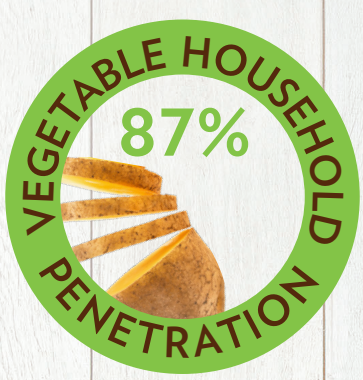
REAL FOOD. REAL PERFORMANCE.

AMERICA'S FAVORITE VEGETABLE

SHARE OF FRESH VEGETABLE BASKET

- PURCHASE AVERAGE PER CONSUMER: 7 PER BUYER
- DOLLAR SALES: $3.35 PER OCCASION
- IN BASKET DOLLARS: $77.95 PER TRIP
- OUT OF BASKET DOLLARS: $41.22 PER TRIP

EVERYONE EATS POTATOES



DEMOGRAPHIC

INCOME

FRESH POTATO VOLUME
TOTAL U.S.

LARGEST VOLUME IN THE POTATO SALES CATEGORY

	DOLLAR SHARE	DOLLAR % CHG VS YA	VOLUME SHARE	VOLUME % CHG VS YA
BAG	70.8%	1.0%	82.4%	-13.1%
BULK	19.0%	0.7%	12.4%	-0.7%

FRESH POTATOES ARE A STAPLE ITEM PURCHASED WITH THE FOLLOWING:

BREAD, BANANAS, EGGS, MILK, ONIONS

IRI 2018 • IRI BASKET STUDY • PRODUCT AFFINITY 2018