

JULY 2022-JUNE 2023

# FOODSERVICE VOLUMETRIC REPORT



## HIGHLIGHTS



**11.05**

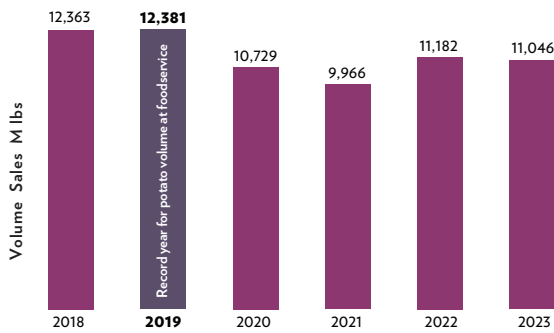
**BILLION POUNDS SOLD** at foodservice from July '22-July '23 compared to 11.18 billion pounds from July '21-July '22.



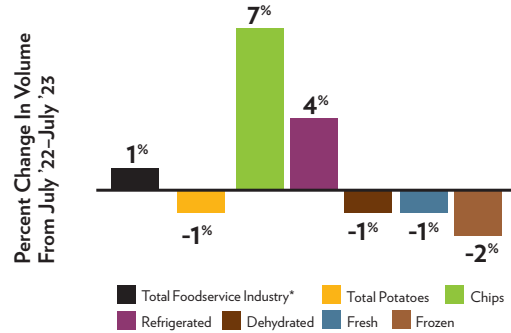
**20% INCREASE IN VALUE**

Dollarwise, the market for potatoes in foodservice increased by \$1.9 million, up to a record high of \$11,353,000.

### POTATO VOLUME IS RECOVERING POST-PANDEMIC



### CHIPS AND REFRIGERATED POTATOES SAW SIGNIFICANT GROWTH

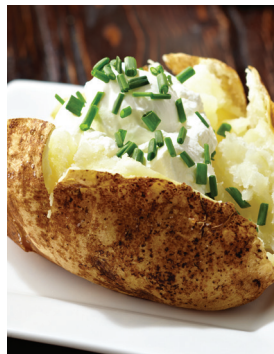


**+2%**

in July '22-July '23

### POTATOES GROW BEYOND RESTAURANTS

The "Beyond Restaurant" segment, which includes Travel & Leisure, Retail, College & University, and Healthcare, increased potato volume by 43 million pounds year-over-year (YOY).



## KEY FINDINGS



### FROZEN

**6,822** MILLION POUNDS SOLD  
-136M lbs from July '21–July '22

While frozen potato sales are up in dollars, volume has decreased due to declining traffic, cost sensitivity, and a reduction in portion sizes.



### WHOLE FRESH

**3,391** MILLION POUNDS SOLD  
-30M lbs from July '21–July '22

Whole fresh potatoes have declined in volume due to the decrease in casual dining, but their value has increased substantially due to inflation.



### REFRIGERATED

**332** MILLION POUNDS SOLD  
+12M lbs from July '21–July '22

Refrigerated potatoes have grown in dollars and volume thanks in part to the growth in breakfast-related and mashed potatoes.



### CHIPS

**320** MILLION POUNDS SOLD  
+20M lbs from July '21–July '22

Potato chip volume has increased by 7% while dollar value is up 27%, due in large part to growth in the LSR and vending segments.



### DEHYDRATED

**181** MILLION POUNDS SOLD  
-2M lbs from July '21–July '22

The dehydrated potato category increased by \$60 million in value, but volume stayed relatively flat overall.



## CONCLUSION

While potato volume in foodservice remained relatively stable YOY, dollar sales are up \$1.9 million due to inflation. Operators are combatting inflation by reducing portion sizes. Consumers are responding to high menu prices by refraining from ordering sides. This is resulting in slower-than-usual traffic for the foodservice industry, despite projections that it will grow to a \$1 trillion sector by 2024. Limited-service restaurants (LSRs) are contributing significantly to that growth, especially in the areas of shareables and lunch, where there is significant opportunity to drive more potato volume.

In times of constant change, potatoes can help provide a sense of stability for operators. In addition to being widely available and affordable, potatoes offer operators a wide range of versatile formats that can serve as a base for menu innovation, ease back-of-house complexity, and deliver high-margin menu options for all cuisine types and dayparts.

## METHODOLOGY

Conducted by Technomic, Inc. this annual study measured potato volume data for both fresh and processed potatoes during marketing year July 2022–June 2023 in the United States foodservice marketplace. A structured survey of foodservice operators representing all segments was conducted to gather potato volumes and format usage, including channel interviews with distributors to gather information on volume, trends, and analysis of foodservice distributor potato sales data to 150,000 operators. For the full study, please contact the foodservice marketing team at Potatoes USA, [Foodservice@PotatoesUSA.com](mailto:Foodservice@PotatoesUSA.com).