

# GROCERY STORE FRESH POTATO SALES

JANUARY - DECEMBER 2024

	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
<b>2024</b>	<b>\$4.07 B</b>	<b>-4.9%</b>	▼	<b>4.44 B</b>	<b>3.0%</b>	▲	<b>\$0.92</b>	<b>-7.7%</b>	▼
2023	\$4.28 B	7.2%	▲	4.30 B	-1.0%	▼	\$0.99	8.4%	▲
2022	\$3.99 B	16.1%	▲	4.35 B	-0.4%	▼	\$0.92	16.5%	▲
2021	\$3.44 B	-6.7%	▼	4.37 B	-9.7%	▼	\$0.79	3.4%	▲
2020	\$3.69 B	21.6%	▲	4.84 B	14.9%	▲	\$0.76	5.8%	▲

## Potato Type Sales

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales	Volume % Change vs YA	% of Volume Sales	Grocery Price per Pound	Price % Change vs YA
<b>Russet</b>	\$2,013,585,681	-8.8%	▼	2,840,556,159	6.5%	▲	\$0.71	-14.4%
<b>Yellow</b>	\$791,414,742	5.2%	▲	697,691,331	5.5%	▲	\$1.13	-0.2%
<b>Red</b>	\$590,760,121	-9.8%	▼	494,484,108	-12.4%	▼	\$1.19	2.9%
<b>White</b>	\$148,633,505	-10.2%	▼	172,126,263	-4.1%	▼	\$0.86	-6.3%
<b>Petite</b>	\$343,902,040	4.7%	▲	146,722,728	7.5%	▲	\$2.34	-2.6%
<b>Medley</b>	\$123,826,023	10.1%	▲	57,186,947	12.5%	▲	\$2.17	-2.2%
<b>Fingerling</b>	\$16,977,663	11.6%	▲	6,230,300	12.3%	▲	\$2.73	-0.6%
<b>Purple</b>	\$1,521,179	-9.5%	▼	533,468	-8.7%	▼	\$2.85	-0.9%
<b>All Other</b>	\$42,451,783	-6.1%	▼	21,744,894	-45.8%	▼	\$1.95	73.2%
<b>TOTAL</b>	<b>\$4,073,072,736</b>	<b>-4.9%</b>	▼	<b>4,437,276,198</b>	<b>3.0%</b>	▲	<b>\$0.92</b>	<b>-7.7%</b>

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## JANUARY - DECEMBER 2024

**CALIFORNIA**

<b>Dollar Sales</b>	\$347,909,200
% Change vs YA	-5.5%
<b>Volume Sales</b>	351,370,854
% Change vs YA	0.78%

**WEST**

<b>Dollar Sales</b>	\$433,351,205
% Change vs YA	-8.1%
<b>Volume Sales</b>	521,954,313
% Change vs YA	2.1%

**PLAINS**

<b>Dollar Sales</b>	\$291,708,765
% Change vs YA	-6.5%
<b>Volume Sales</b>	355,863,884
% Change vs YA	4.2%

**GREAT LAKES**

<b>Dollar Sales</b>	\$590,256,177
% Change vs YA	-3.5%
<b>Volume Sales</b>	679,177,439
% Change vs YA	3.7%

**NORTHEAST**

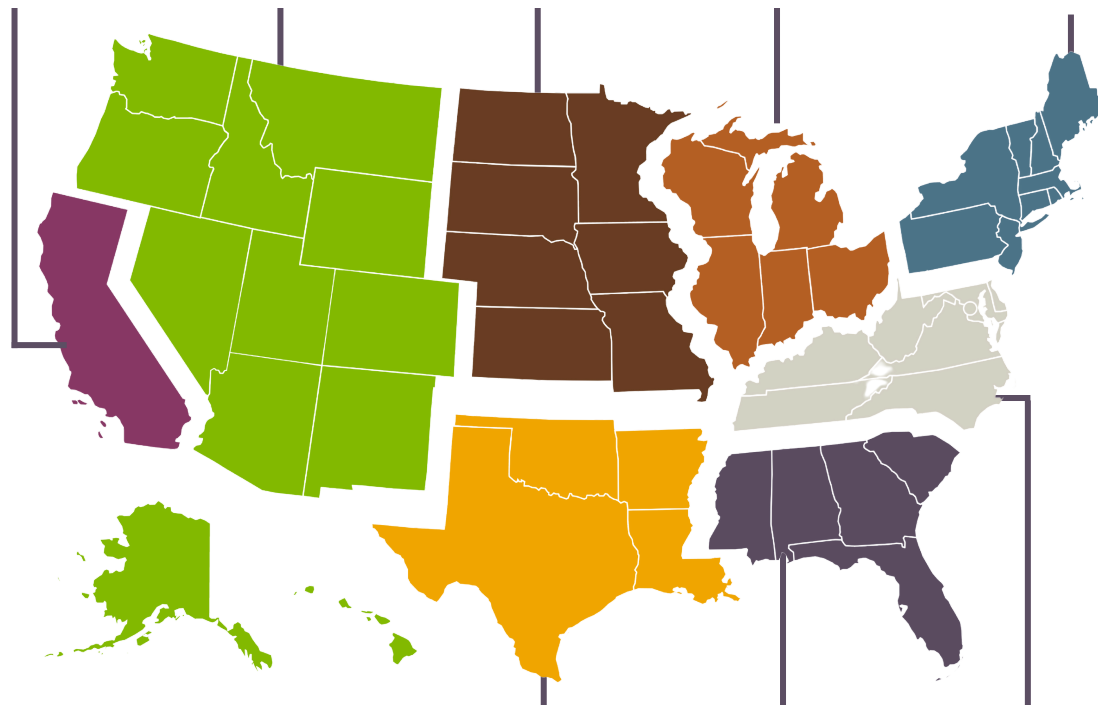
<b>Dollar Sales</b>	\$671,758,877
% Change vs YA	-3.2%
<b>Volume Sales</b>	677,452,975
% Change vs YA	3.1%



The volume share of each region varies.

### Volume Share

<b>CALIFORNIA</b>	8%
<b>WEST</b>	12%
<b>PLAINS</b>	8%
<b>GREAT LAKES</b>	15%
<b>NORTHEAST</b>	15%
<b>SOUTH CENTRAL</b>	12%
<b>SOUTHEAST</b>	15%
<b>MIDSOUTH</b>	14%



**SOUTH CENTRAL**

<b>Dollar Sales</b>	\$427,159,831
% Change vs YA	-8.9%
<b>Volume Sales</b>	526,854,727
% Change vs YA	-1.3%

**SOUTHEAST**

<b>Dollar Sales</b>	\$704,257,377
% Change vs YA	-4.0%
<b>Volume Sales</b>	686,871,431
% Change vs YA	5.5%

**MIDSOUTH**

<b>Dollar Sales</b>	\$606,671,304
% Change vs YA	-2.9%
<b>Volume Sales</b>	637,730,574
% Change vs YA	4.9%

Pack Size Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	Volume % Change vs YA	Volume Share	Grocery Price per Pound	Price % Change vs YA
1 - <2 lbs	\$711,306,561	5.2%	21%	278,530,566	7.1%	7.2%	\$2.55	-1.8%
2 - 4 lbs.	\$390,849,405	5.3%	11%	267,368,283	6.8%	6.9%	\$1.46	-1.4%
5 lbs.	\$1,651,063,476	-7.1%	48%	2,192,537,554	0.6%	56%	\$0.75	-7.7%
8 lbs.	\$152,270,077	-0.1%	4.4%	208,819,294	23.8%	5.4%	\$0.73	-19.3%
10 lbs.	\$441,715,721	-12.0%	13%	875,050,238	4.6%	22%	\$0.50	-15.9%
> 10 lbs.	\$16,434,695	-31.9%	0.48%	39,424,034	-26.2%	1%	\$0.42	-7.8%
All Other Sizes	\$65,564,965	-11.5%	1.9%	27,687,374	-4.5%	0.7%	\$2.37	-7.4%

Package Type Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	Volume % Change vs YA	Volume Share	Grocery Price per Pound	Price % Change vs YA
Bag	\$3,222,581,720	-4.2%	80%	3,807,096,348	3.0%	87%	\$0.85	-7.0%
Bulk	\$606,987,403	-10.7%	15%	493,825,320	0.65%	11%	\$1.23	-11.3%
Micro/Steamer	\$19,668,089	7.0%	0.5%	10,411,077	7.9%	0.2%	\$1.89	-0.8%
Single Wrapped	\$50,557,955	-13.3%	1.3%	22,840,976	-5.3%	0.5%	\$2.21	-8.4%
Tray	\$110,076,586	1.4%	2.7%	38,180,420	1.5%	0.9%	\$2.88	-0.1%
All Other Packages	\$25,895,350	-9.5%	0.6%	10,822,283	-1.7%	0.2%	\$2.39	-7.9%

**GROCERY STORE FRESH POTATO SALES** JANUARY - DECEMBER 2024

*Conventional and Organic*

	Dollar Sales	Dollars % Change vs YA	% of Dollar Share	Volume Sales	Volume % Change vs YA	% of Volume Share	Grocery Price per Pound	Price % Change vs YA
<b>Conventional</b>	\$3,834,982,364	-5.8%	94.8%	4,265,703,513	2.5%	97.2%	\$0.90	-8.2%
<b>Organic</b>	\$208,855,218	8.6%	5.2%	122,428,131	6.8%	2.8%	\$1.71	1.7%

*Calendar Year by Quarter January - December 2024*

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
<b>January-March</b>	\$1,071,610,555	0.8%	1,156,783,570	7.7%	\$0.93	-6.4%
<b>April-June</b>	\$945,617,122	-8.5%	1,005,050,673	-0.2%	\$0.94	-8.3%
<b>July-September</b>	\$977,349,057	-8.6%	1,024,144,663	5.1%	\$0.95	-13.0%
<b>October-December</b>	\$1,078,496,002	-3.6%	1,251,297,292	0.1%	\$0.86	-3.7%
<b>January-December 2024</b>	<b>\$4,073,072,736</b>	<b>-4.9%</b>	<b>4,437,276,198</b>	<b>3.0%</b>	<b>\$0.92</b>	<b>-7.7%</b>

*Five Year January - December Trends*

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
<b>2020 (January - December 2020)</b>	\$3,687,002,960	21.6%	4,837,672,934	14.9%	\$0.76	5.8%
<b>2021 (January - December 2021)</b>	\$3,441,009,397	-6.7%	4,367,321,433	-9.7%	\$0.79	3.4%
<b>2022 (January - December 2022)</b>	\$3,995,457,010	16.1%	4,351,688,500	-0.4%	\$0.92	16.5%
<b>2023 (January - December 2023)</b>	\$4,284,568,504	7.2%	4,306,660,647	-1.0%	\$0.99	8.4%
<b>2024 (January - December 2024)</b>	\$4,073,072,736	-4.9%	4,437,276,198	3.0%	\$0.92	-7.7%