

# TOTAL GROCERY STORE POTATO SALES

## FISCAL YEAR 2022

July 2021 - June 2022

DOLLAR SALES			VOLUME SALES			PRICE PER POUND		
Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
<b>\$14.1 B</b>	<b>5.7%</b>	<b>FY22</b> ▲	<b>7.0 B</b>	<b>-4.4%</b>	<b>FY22</b> ▼	<b>\$2.03</b>	<b>10.5%</b>	<b>FY22</b> ▲
\$13.3 B	3.0%	FY21	7.3 B	-0.2%	FY21	\$1.83	3.2%	FY21
\$13.0 B	11.0%	FY20	7.3 B	8.9%	FY20	\$1.78	1.9%	FY20
\$11.7 B	1.7%	FY19	6.7 B	-1.2%	FY19	\$1.74	2.9%	FY19



While volume sales are slightly below Fiscal Year 2021, sales are above Fiscal Year 2019 in dollars and volume.

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales (FWE)	Volume % Change vs YA	% of Volume Sales	Price per Pound	Price % Change vs YA
<b>Potato Chips</b>	\$7,066,773,167	8.4% ▲	50%	5,078,807,986	-2.0% ▼	39%	\$5.57	10.6% ▲
<b>Fresh Potatoes</b>	\$3,235,296,659	3.0% ▲	23%	3,710,132,644	-5.6% ▼	28%	\$0.87	9.1% ▲
<b>Frozen Potatoes</b>	\$2,054,316,187	2.8% ▲	15%	2,388,051,285	-4.3% ▼	18%	\$1.46	7.4% ▲
<b>Instant Potatoes</b>	\$599,140,422	1.7% ▲	4%	960,997,403	-1.3% ▼	7%	\$3.74	3.0% ▲
<b>Deli-Prepared Sides</b>	\$737,936,401	5.3% ▲	5%	550,916,611	-1.4% ▼	6%	\$2.68	6.7% ▲
<b>Refrigerated Potatoes</b>	\$352,972,530	4.8% ▲	3%	266,427,072	-1.6% ▼	1%	\$4.11	6.5% ▲
<b>Canned Potatoes</b>	\$51,886,464	2.6% ▲	0.4%	84,947,818	-4.5% ▼	0.7%	\$0.98	7.4% ▲
<b>TOTAL</b>	<b>\$14,098,321,829</b>	<b>5.7%</b> ▲		<b>13,040,280,819</b>	<b>-4.4%</b> ▼		<b>\$2.03</b>	<b>10.5%</b> ▲

\* Fresh Weight Equivalent (FWE): Potato Chips 4:1, Fresh Potatoes 1:1, Frozen Potatoes 1.7:1, Instant Potatoes 6:1, Refrigerated potatoes 2:1, Deli-Prepared Sides 3.1:1, Canned Potatoes 1.6:1



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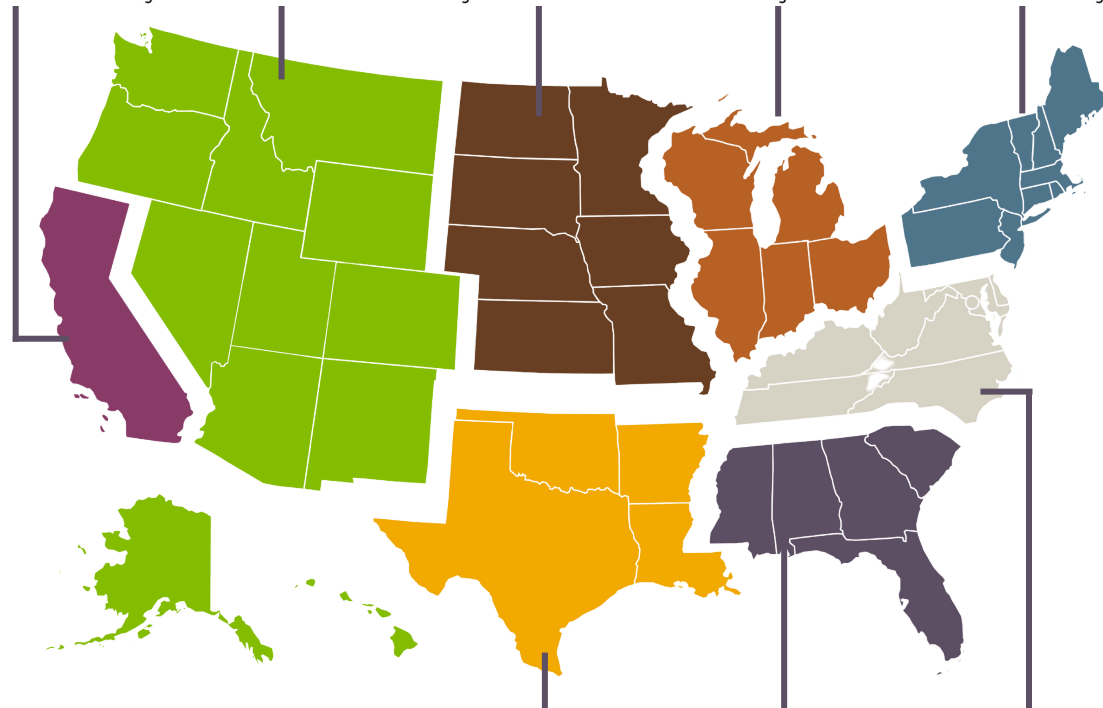
FISCAL YEAR 2022

July 2021 - June 2022

CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
<b>Dollar Sales</b>	\$1,218,247,213	<b>Dollar Sales</b>	\$1,536,002,420	<b>Dollar Sales</b>	\$1,032,455,973	<b>Dollar Sales</b>	\$2,200,018,287	<b>Dollar Sales</b>	\$2,308,471,790
% Change vs YA	3.5%	% Change vs YA	4.3%	% Change vs YA	3.6%	% Change vs YA	5.5%	% Change vs YA	3.8%
<b>Volume Sales</b>	544,328,465	<b>Volume Sales</b>	832,631,381	<b>Volume Sales</b>	536,216,607	<b>Volume Sales</b>	1,083,702,813	<b>Volume Sales</b>	1,061,651,068
% Change vs YA	-5.1%	% Change vs YA	-3.2%	% Change vs YA	-5.8%	% Change vs YA	-6.1%	% Change vs YA	-6.8%



The volume share of each region varies.



## Volume Share

<b>CALIFORNIA</b>	7.8%
<b>WEST</b>	12.0%
<b>PLAINS</b>	7.7%
<b>GREAT LAKES</b>	15.6%
<b>NORTHEAST</b>	15.3%
<b>SOUTH CENTRAL</b>	12.0%
<b>SOUTHEAST</b>	15.0%
<b>MIDSOUTH</b>	14.7%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
<b>Dollar Sales</b>	\$1,538,251,986	<b>Dollar Sales</b>	\$2,213,879,777	<b>Dollar Sales</b>	\$2,050,994,382
% Change vs YA	7.9%	% Change vs YA	8.7%	% Change vs YA	6.6%
<b>Volume Sales</b>	837,034,004	<b>Volume Sales</b>	1,040,475,746	<b>Volume Sales</b>	1,023,191,748
% Change vs YA	-2.1%	% Change vs YA	-1.7%	% Change vs YA	-4.0%



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## FISCAL YEAR 2022 JULY 2021 - JUNE 2022

### Fiscal Year by Quarter July 2021- June 2022

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Price per Pound	Price % Change vs YA	
<b>July - September 2021</b>	\$3,322,545,676	-1.0%	▼	1,644,837,438	-5.6%	▼	\$2.02	4.9%	▲
<b>October - December 2021</b>	\$3,528,523,584	4.0%	▲	1,881,660,515	-6.2%	▼	\$1.88	10.9%	▲
<b>January - March 2022</b>	\$3,566,076,417	7.4%	▲	1,769,833,897	-4.4%	▼	\$2.01	12.3%	▲
<b>April - June 2022</b>	\$3,681,130,431	12.6%	▲	1,662,876,415	-0.8%	▼	\$2.21	13.6%	▲
<b>July 2021 - June 2022</b>	<b>\$14,098,276,108</b>	<b>5.7%</b>	▲	<b>6,959,208,264</b>	<b>-4.4%</b>	▼	<b>\$2.03</b>	<b>10.5%</b>	▲

### Five Year Fiscal Year Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Price per Pound	Price % Change vs YA	
<b>July - June 2018</b>	\$11,475,509,233			6,778,089,259			\$1.69		
<b>July - June 2019</b>	\$11,669,267,931	1.7%	▲	6,698,023,630	-1.2%	▼	\$1.74	2.9%	▲
<b>July - June 2020</b>	\$12,951,350,601	11.0%	▲	7,294,353,107	8.9%	▲	\$1.78	1.9%	▲
<b>July - June 2021</b>	\$13,339,360,051	3.0%	▲	7,276,476,887	-0.2%	▼	\$1.83	3.2%	▲
<b>July - June 2022</b>	\$14,098,321,829	5.7%	▲	6,959,231,833	-4.4%	▼	\$2.03	10.5%	▲

### IRI Retail Sales Data

IRI is a data analytics and market research company, headquartered in the U.S. which provides consumer, shopper, and retail market intelligence and analysis focused on the consumer-packaged goods, retail, and healthcare industries. All potato sales data is pulled from the IRI Unify platform and put into this sheet. It includes all Multi-Outlet retailer point of sale data from the list on PotatoesUSA.com.