



Spud
Report 

2026



Spuds are universal – but deeply personal. As the maker of 1 in 4 fries eaten globally, McCain Foods knows a thing or two about potatoes – but we wanted to get the real story from those enjoying them!

In collaboration with Pollara Strategic Insights, McCain Foods surveyed over **12,000 people** across **11 countries** – and what they told us was surprising yet relatable.

From the joy fries bring to everyday moments to the rituals they inspire, their role in relationships, and the unspoken rules we all recognize, the Spud Report uncovers what makes the humble spud a global cultural phenomenon — one bite at a time.

Let's dig in...



The infographic features a central white rounded rectangle on a yellow background. At the top, several golden crinkle-cut fries are scattered. Below them, a purple speech bubble contains a sad face icon, a neutral face icon, and a happy face icon, with the text '78%' and 'of respondents say fries would improve their mood right now. Among those surveyed, fries rank as a leading comfort food.' To the left, a teal speech bubble shows a white paper fry container with fries, with the text '1 in 4' and 'French fries worldwide is a McCain fry.' To the right, an orange speech bubble shows a globe on a stand, with the text '11 countries surveyed for the inaugural Spud Report.' In the center, a red paper fry container is overflowing with fries, with a few fries lying next to it.

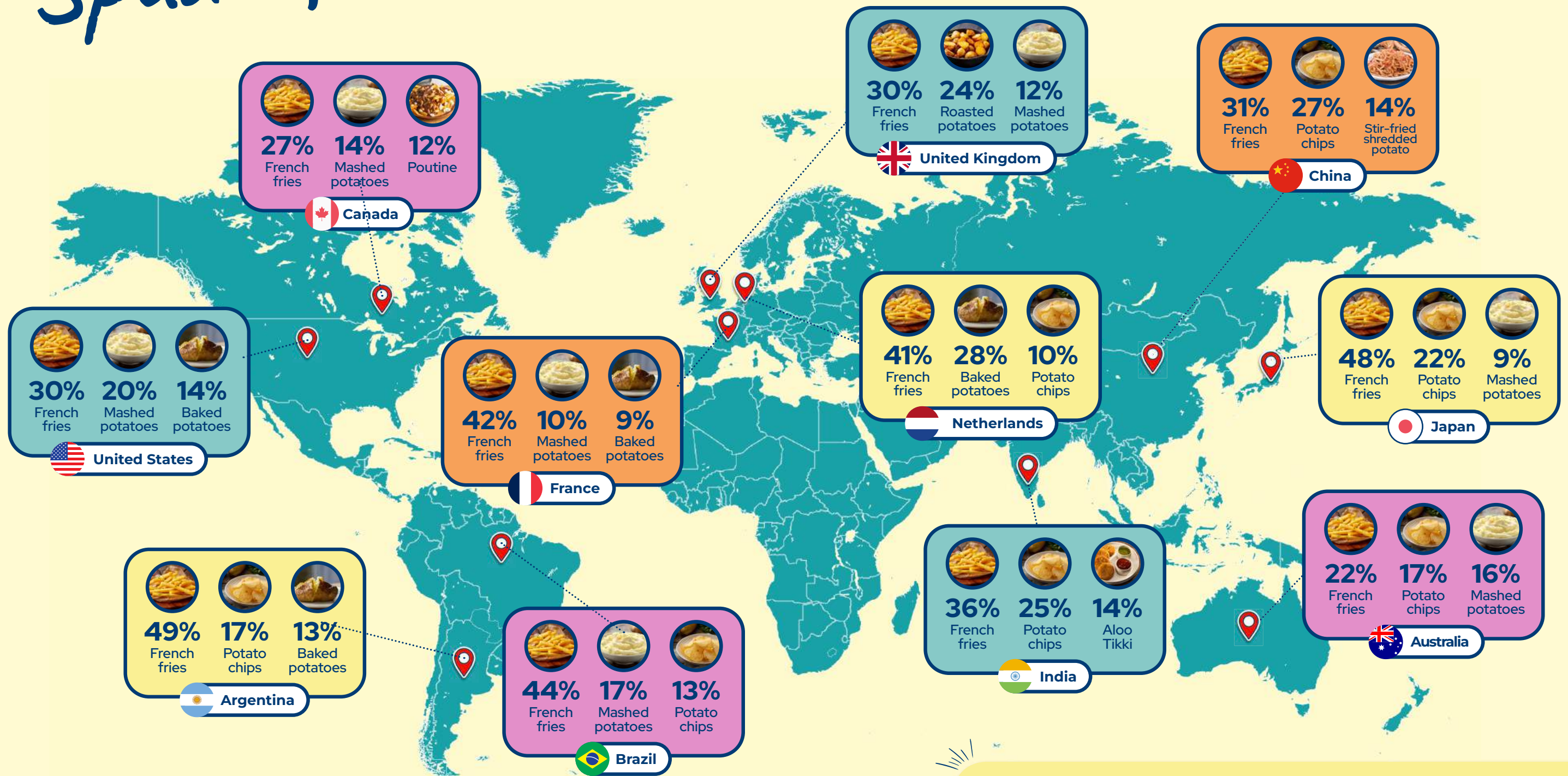
78%
of respondents say fries would improve their mood right now. Among those surveyed, fries rank as a leading comfort food.

1 in 4
French fries worldwide is a McCain fry.

11
countries surveyed for the inaugural Spud Report.

The World's Spud of Choice

Across all countries surveyed, fries ranked as the top potato dish.

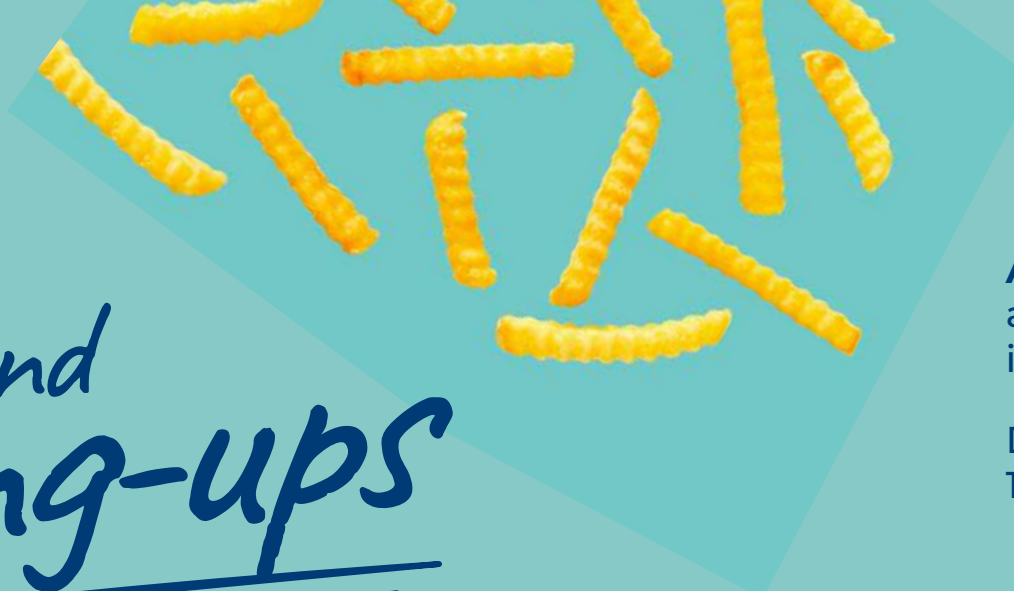


It turns out there's one thing the whole world can agree on – fries.



Fry Etiquette:

Habits *and* Hang-ups



Agreeing on fries is the easy part. What happens when the plate arrives? According to the data, a shared plate of fries comes with invisible terms and conditions.

Double-dip and you might hear about it – but snacking on fries after 10 p.m.? There's no judgment here on late-night cravings.

The Double-Dipper



75%

of respondents in **India** say they double dip. When the sauce is good, why stop at one?



20%

of respondents in **Japan** admit to double-dipping (respect the restraint)



68%

of respondents in **Canada** say double-dipping is a **no-no**

...and yet...



44%

of Canadians do **it themselves**



69%

of respondents in **Brazil** confess to a double dip



The Night Owl

Our late-night fry eaters, those eating fries past 10 p.m., clock in at...



84%

Argentina is the **global hotspot** for after-dark fry fanatics.



78%

in the **United States** – taking **silver** in late-night fry cravings.



74%

in **India** to round out the **top three countries** for after-hour fry runs.



Love at First Bite

If you want to know whether someone's truly compatible, **order fries to share**. How someone behaves around your fries says more than any dating profile ever could.

And then there's this...

1 in 3

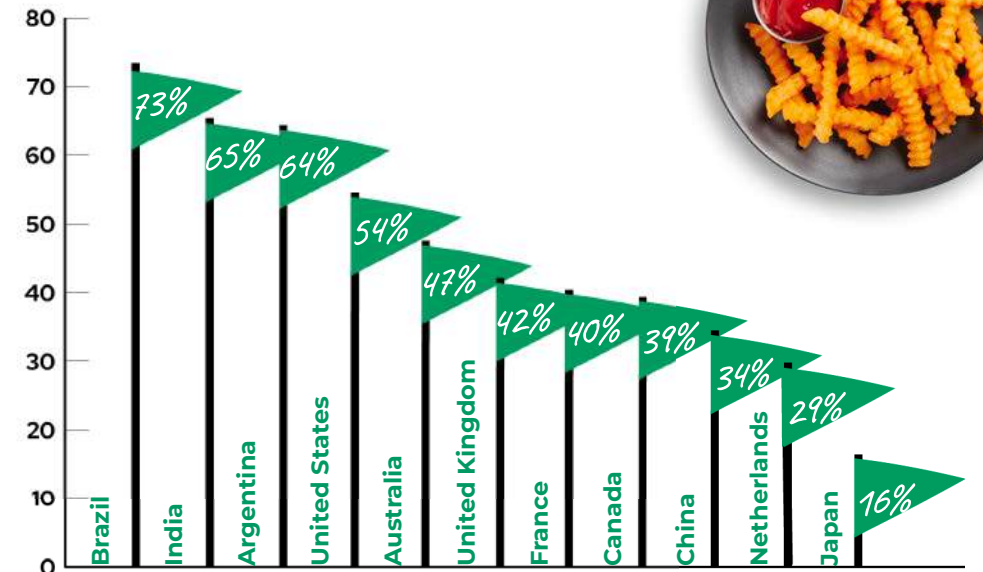
respondents say sharing fries feels **more intimate** than holding hands

In Brazil and China, that number rises to **1 in 2**.
In Canada, it's **1 in 6**.



Gen Z and Millennials are nearly twice as likely as Boomers to say **sharing fries feels more intimate** than holding hands – **36% vs 19%**.

Sharing Fries on a First Date – Yes?



Talking with a Mouth Full of Fries – Red Flag?

United States	47%
Argentina	47%
United Kingdom	46%
Canada	45%
Netherlands	44%
Brazil	39%
India	38%
Australia	38%
Japan	35%
France	33%
China	28%

Refusing to Share Your Fries – Red Flag?

India	44%
Argentina	42%
Brazil	37%
Australia	36%
United States	35%
Canada	30%
Japan	27%
United Kingdom	25%
China	25%
Netherlands	21%
France	20%

Fries are an international love language, and the fry test may be the world's most honest first date.



Of course, romance isn't the only thing *fries reveal...*



The data made it clear that fries are worth protecting. Across every country we surveyed, taking fries from someone else's plate without asking ranked as the #1 most frowned-upon fry behaviour. And yet – the temptation is real.

8%

Japan steals the fewest fries (8%) and is the most frustrated when it happens to them (82%).

56%

Turns out the biggest fry thieves in the house aren't the kids. **56% of respondents who are parents admit to stealing fries from their kids** without getting caught. Moms lead the heist (61%) vs Dads (51%).



The Fry Files

(admit to taking fries off someone's plate)

49%

of respondents in India admit to **helping themselves**.



38%

of Canadian respondents say **sorry** - but only after taking the fry.



8%

in Japan, **respecting the boundaries**.



The Outrage Report

(those who are saltiest when it happens to them)

82%

of respondents in Japan.



81%

of respondents in India.



71%

of respondents in Canada



One Fry.

Many Philosophies

Anytime is the right time to have a fry.
But every country has its own philosophy,
and some may surprise you.

Fries as Dinner

NETHERLANDS 41%

JAPAN 24%

U.K. 23%

FRANCE 20%

UNITED STATES 7%

CANADA 7%

The Netherlands lead with main fry energy.
41% of respondents make fries the main event.

North America? The perfect complement to any meal.

Fries as a Snack

INDIA
54%

CHINA
49%

India and China turn fries into
anytime fuel

Australia follows with **23%**

The rest of the world calls it a **side** –
and we know it's a great sidekick.



Fries for Breakfast

INDIA 51%

NETHERLANDS 34%

CHINA 33%

ARGENTINA 32%

UNITED STATES 13%

CANADA 13%

India is the only country where **fries beat hashbrowns for breakfast.**

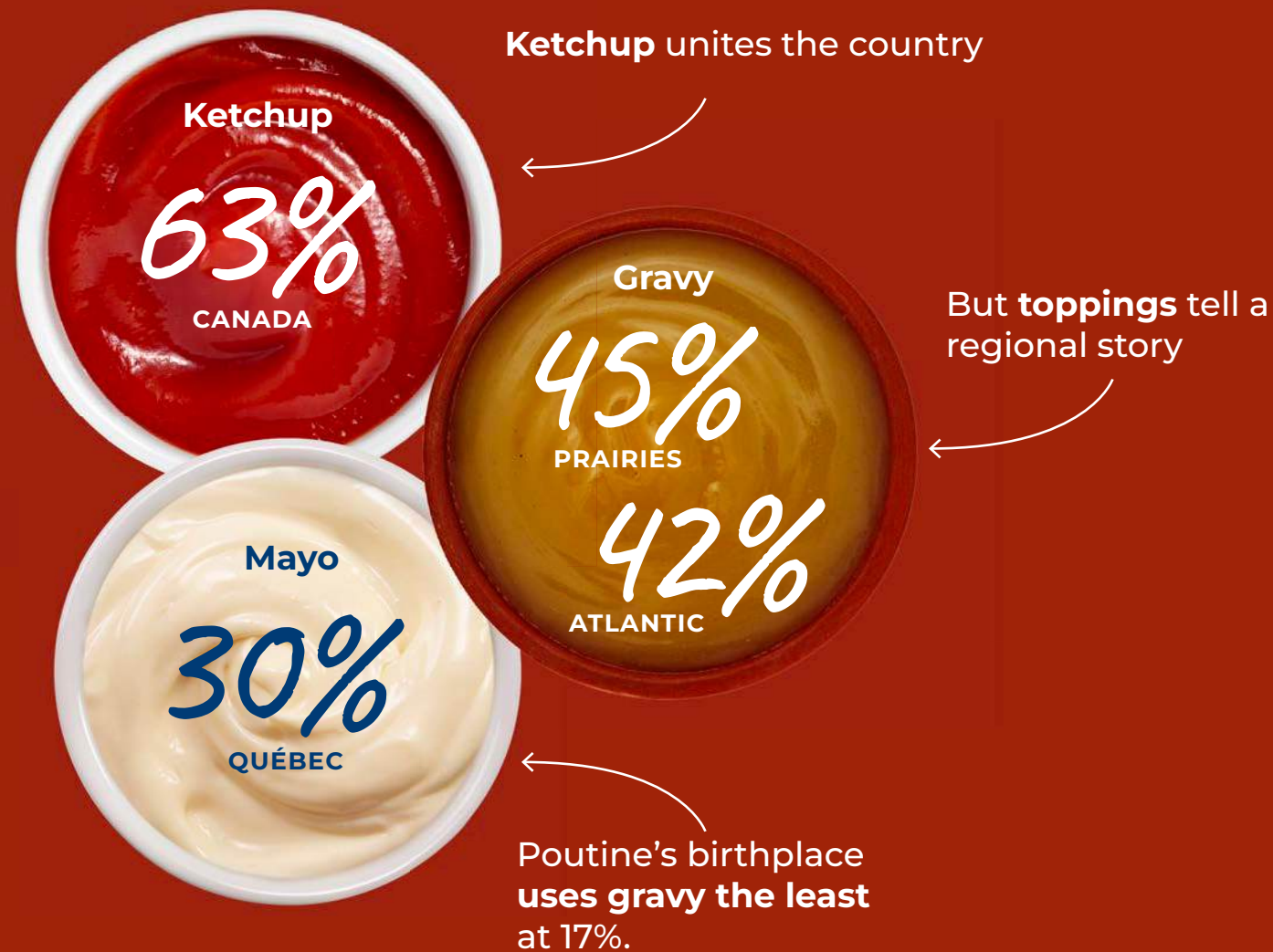
Canada and the United States are still **loyal to their breakfast potatoes.**



Oh Canada...

The Great Canadian **Rivalry**

Which dipping sauce are Canadians choosing across the country?



And then there's **Canada**. A country that plays by its own fry rules – and happens to be where McCain Foods traces its roots.

Very Canadian of Us

68%

say **double-dipping** bothers them...

44%

...do it anyway.

29%

dip their fries in a **milkshake**.

52%

say it's important that a restaurant has fries on the menu.

35%

love **classic, straight cut fries**, ranking as Canada's #1 fry style.

67%

of respondents that are parents have **stolen fries from their kids** without them noticing.

39%

would **share fries on a first date**.

The Adventurous Eaters

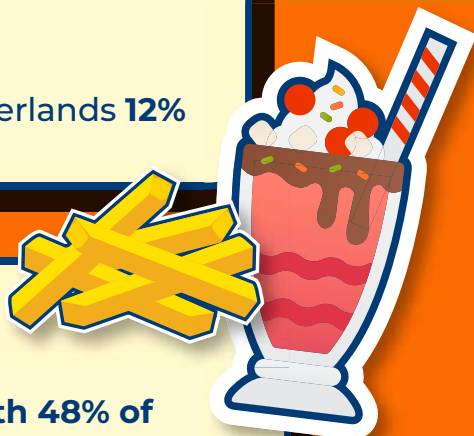
Whether it's in Canada or around the world, people are having fun with the endless possibilities of fry pairings.



Fries + Ice Cream

Australia leads the world, with **43%** of respondents admitting to dipping fries in ice cream. The United States (**40%**) and India (**37%**) are not far behind.

The resisters:
Argentina **9%** | Japan **10%** | Netherlands **12%**



Fries + Milkshake

The United States takes it further, with **48%** of respondents admitting to dipping their fries in a milkshake.

Australia **35%** | India **36%** | Canada **29%**

Not convinced:
Japan **7%** | Argentina **9%**



Fries + Chocolate

Have you ever dipped your fries in chocolate?
38% of respondents in India have, which is nearly double the global average (**19%**)
China **28%** | Australia **22%** | Brazil **21%**

Showing restraint:
Netherlands **8%** | Argentina **7%**



Fries + The Next Generation

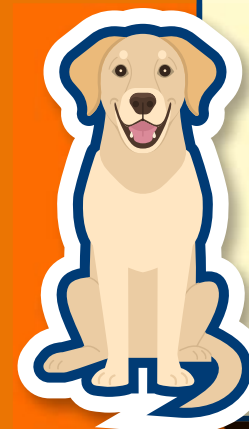
We asked parent respondents whether their kids pair their fries with other foods, and if so, which combinations they prefer.

Kids in the United States:
59% ice cream | **57%** milkshake

Kids in Australia:
58% ice cream | **51%** milkshake

Meanwhile in Japan and Argentina?
The kids are sticking to tradition.

*Based on parent reports.



Sharing with Pets

We also asked respondents whether they share fries with their pets—**54%** of respondents in the United States said they do.

Australia **51%** | India **51%** | Argentina **46%**

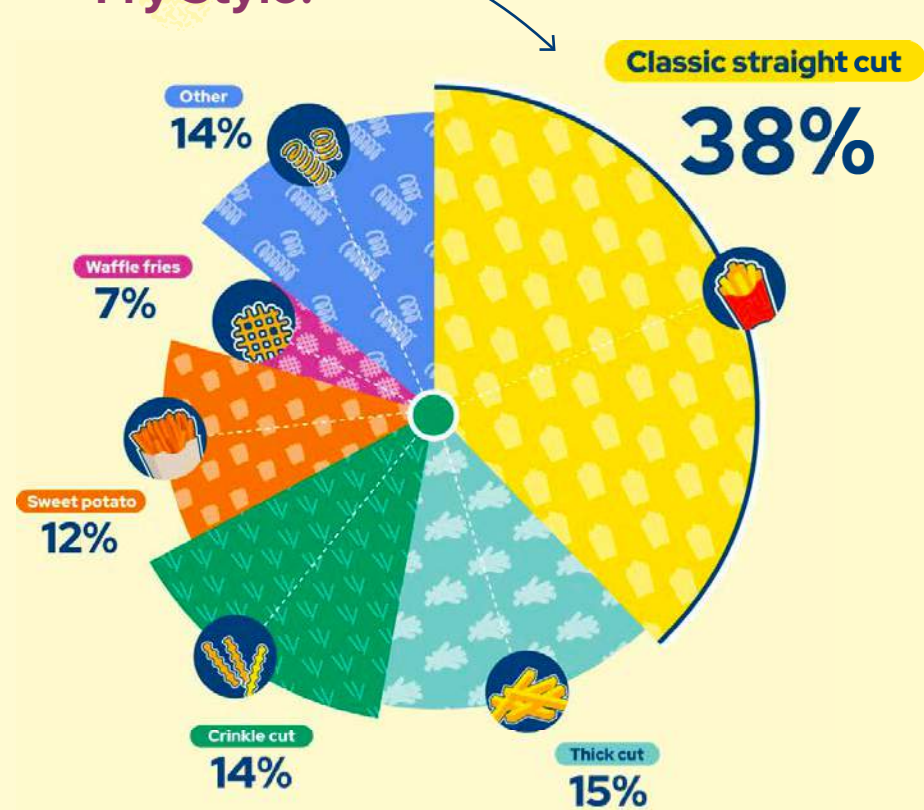
Japan keeps fries to themselves **7%**

*Always check what foods are safe for pets before sharing.
Not all human foods are appropriate for animals.



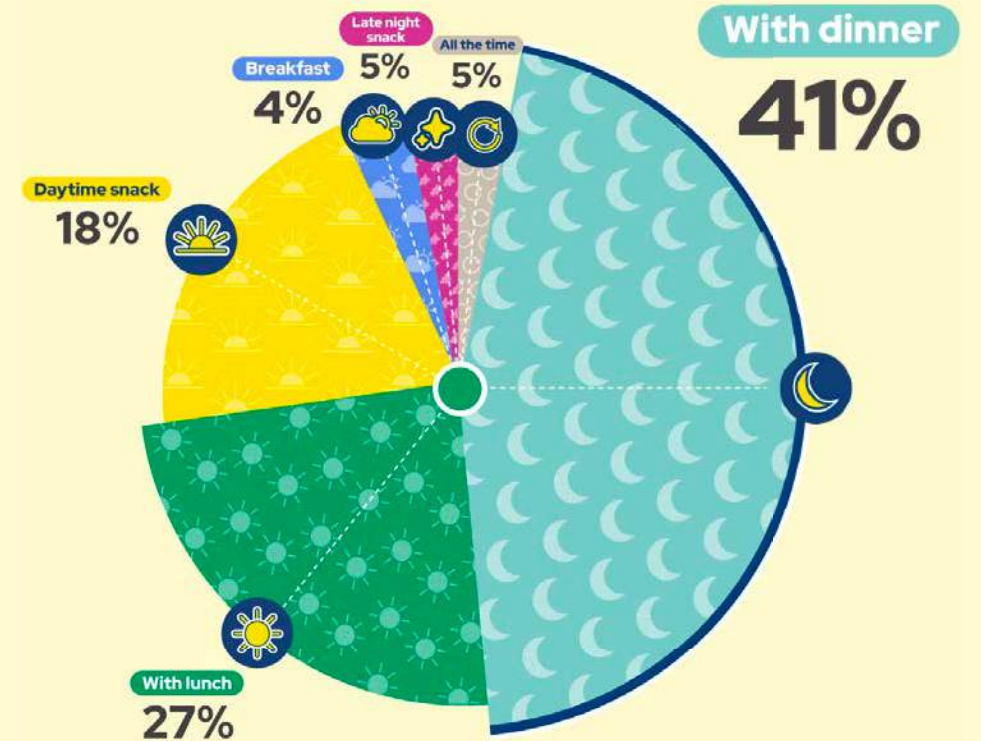
How's the World Snacking?

Favourite Fry Style?

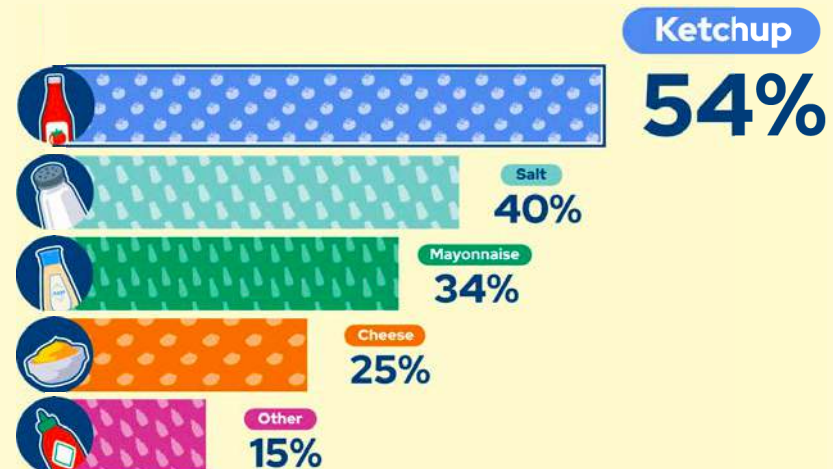


Around the world, fries aren't just enjoyed – they're dipped and loved in surprisingly different ways.

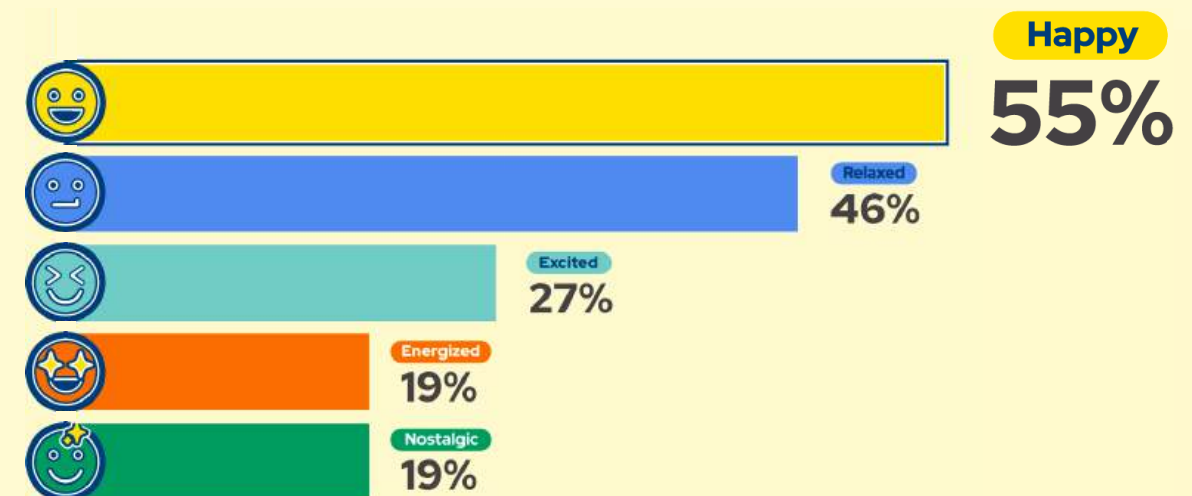
Best Time to Eat Fries?



Dippin' Decisions



How do French Fries Make You Feel?



Call it comfort. Call it joy. Whatever your style, the love of fries is universal.

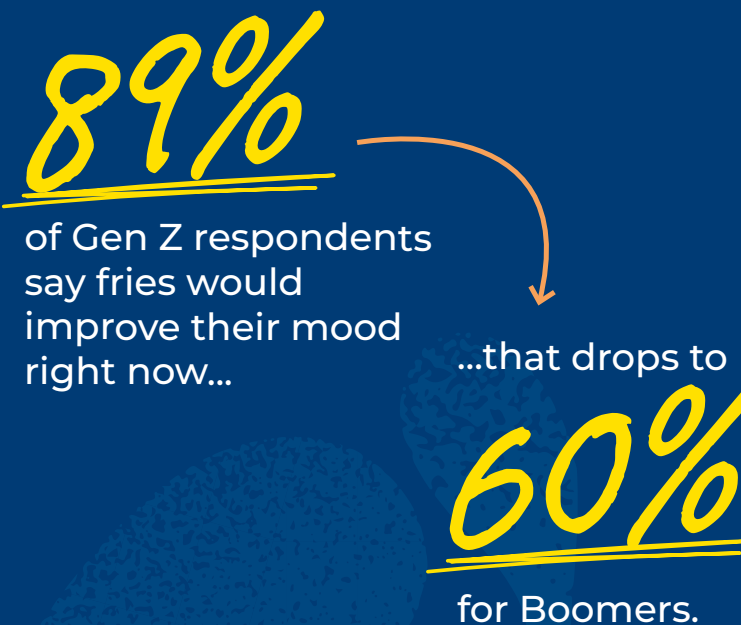


The

GLOBAL

Fry Truths

Some findings are consistent. These are the most widely shared fry behaviours that connect us all — whether we'd like to admit them or not.



Fries hit different when you're young (according to the data).

Millions of Potatoes,

Countless McCain Smiles


Behind every one of those moments – every stolen fry, late-night craving, and first-date order – is a potato. And behind many of those potatoes, there's McCain.

Fries may be universal, but they start somewhere. For us, that journey begins on the farm. Together with more than 4,400 farmers across six continents, we grow spuds that reach tables in over 160 countries.

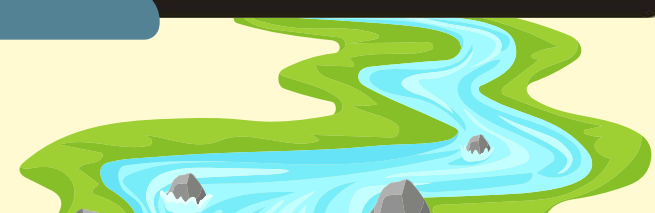
From our farms to your plates – how far could all those spuds go?
We did the math.



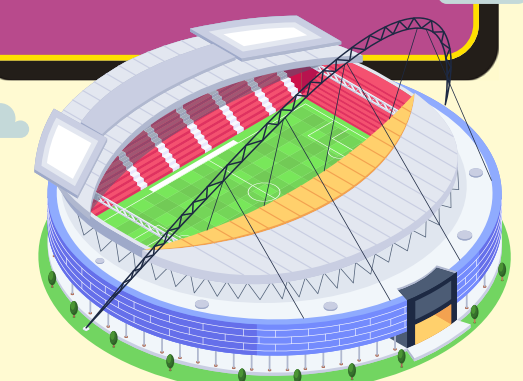
The number of potatoes McCain Canada purchased from Canadian farmers in 2025 would stretch from **Vancouver to St. John's – and back – nearly 60 times over.**



McCain **Argentina's** fresh potatoes could stretch the distance to the moon and back, six times.



Annually, McCain **India's** potatoes could stretch the length of the **Ganges River** – and back again – more than 13 times.



Each year, McCain **Great Britain's** potatoes could fill nearly two thirds of **Wembley Stadium.**


**Illustrative estimates based on internal data and standard reference assumptions. Figures are based on annual processing volumes, converted using standard reference measurements for each landmark or distance and approximate potato dimensions.*



Future of Fries

Behind every fry is something more – fields, farmers, and the choices that shape how they’re grown. Great fries don’t just happen – they start long before the first bite. **That’s where our purpose begins.**

Regenerative agriculture sits at the heart of that purpose, guiding the journey for how our potatoes are **grown, sourced and produced.**

 **McCain has committed to implementing regenerative agriculture practices across 100% of the acreage used to grow its potatoes by 2030.**

The journey is underway, with **69% of our global potato acreage Onboarded on our Regenerative Agriculture Framework**, a farmer-centred framework that serves as a pathway to progress and guide for our farmers to support their progression towards a more regenerative model of farming vs. conventional farming.

McCain’s Regenerative Agriculture Principles:

 <p>ENSURE FARM RESILIENCE</p> <p>Improve farmer livelihoods through long-term farm competitiveness and climate change adaptation</p>	 <p>ENHANCE CROP AND ECOSYSTEM DIVERSITY</p> <p>Increase different types of crops grown on the farm and encourage biodiversity and 28 species of cash crops and cover crops</p>	 <p>ARMOUR SOILS, PREFERABLY WITH LIVING PLANTS</p> <p>Ensure soils are covered by residues or living plants year-round</p>
 <p>MINIMIZE SOIL DISTURBANCE</p> <p>Reduce tillage to maintain structure and keep carbon in the soil</p>	 <p>REDUCE AGRO-CHEMICAL IMPACT AND OPTIMIZE WATER USE</p> <p>Precisely manage crop protection products, fertilizer, and water applications</p>	 <p>INTEGRATE ORGANIC AND LIVESTOCK ELEMENTS</p> <p>Incorporate green manure, compost, or livestock elements to increase organic matter and soil fertility</p>

We know regenerative farming isn’t one-size-fits-all. It varies by crop, geography, climate and regions around the world – which is why we built a Framework to meet farmers where they are.

Because the future of fries starts in the field.

*Data is consolidated based on regional reporting by each entity, following grower surveys, field reports, internal validation process, and in a region, detailed calculation based on a representative grower sample. The percentage Onboarded and Engaged apply to our full potato acreage, which has increased since 2022. Data include subsidiaries owned or controlled by McCain Foods Limited, excluding its transportation subsidiaries, Day & Ross, Inc., and Day & Ross USA, Inc., and their subsidiaries and acquisitions that we have completed within the last 24 months as of June 30, 2025. Excludes Sérya. For more information about our Regenerative Agriculture Framework and the levels described: https://www.mccain.com/media/4594/mccain_regenag_framework_2024.pdf



Methodology

FIELD WINDOW

January 26 to February 15, 2026

SAMPLING

Online survey of at least 1,002 adults (18+) in 10 countries, and 2,008 adults in Canada. For child-related data, parents reported their children's eating habits and preferences.

LANGUAGE

The surveys were fielded in English, French, Spanish, Japanese, Simplified & Traditional Chinese, Portuguese and Dutch. Regional variations on terms and spelling were implemented (e.g., UK vs. US English, "chips" vs. "french fries").

RELIABILITY

Online surveys cannot be assigned a margin of error. As a guideline, the margins of error for probability samples of the same size are shown in the table to the right.

WEIGHTING

Data has been weighted based on gender, age, and subregions (e.g., states, provinces, etc.) based on census figures so as to be representative of each country's adult population.

RESEARCH STANDARDS

Pollara Strategic Insights is a member of the Canadian Research Insights Council (CRIC), and this research was conducted in compliance with CRIC standards.

Country	Number of Interviews	Margin of Error	Country	Number of Interviews	Margin of Error	Country	Number of Interviews	Margin of Error
Canada	2,008	±2.2%	United States	1,008	±3.1%	United Kingdom	1,003	±3.1%
France	1,002	±3.1%	Australia	1,007	±3.1%	Argentina	1,005	±3.1%
Japan	1,003	±3.1%	China	1,012	±3.1%	India	1,010	±3.1%
Brazil	1,011	±3.1%	Netherlands	1,010	±3.1%			

TOTAL RESPONDENTS **12,079** ±3.1%

NUMBER OF INTERVIEWS MARGIN OF ERROR





McCainTM