

TOTAL GROCERY STORE POTATO SALES

FISCAL YEAR 2022 QUARTER 4

April - June 2022

DOLLAR SALES

Sales % Change vs YA

\$3.7 B	12.6%	2022	
\$3.3 B	-10.5%	2021	
\$3.7 B	23.8%	2020	
\$3.0 B	2.5%	2019	

VOLUME SALES

Sales % Change vs YA

1.7 B	-0.8%	2022	
1.7 B	-15.5%	2021	
2.0 B	22.3%	2020	
1.6 B	2.5%	2019	

PRICE PER POUND

Sales % Change vs YA

\$2.21	13.6%	2022	
\$1.95	6.0%	2021	
\$1.84	1.2%	2020	
\$1.82	0.1%	2019	



While volume sales are slightly below Q4 in Marketing Year 2021, sales are above 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
Potato Chips	\$1,896,140,462	13.7%	52%	1,291,264,020	-1.1%	41%	\$5.87	14.9%
Fresh Potatoes	\$802,529,582	11.7%	22%	857,219,402	-0.8%	27%	\$0.94	12.6%
Frozen Potatoes	\$554,507,829	14.7%	15%	590,970,524	-1.2%	19%	\$1.60	16.1%
Instant Potatoes	\$140,974,743	10.7%	4%	212,754,288	3.3%	7%	\$3.98	7.1%
Refrigerated Potatoes	\$182,231,664	9.2%	5%	132,610,315	1.4%	6%	\$2.75	7.7%
Deli-Prepared Sides	\$92,676,150	-1.8%	3%	68,392,658	-8.7%	1%	\$4.20	7.6%
Canned Potatoes	\$12,070,001	23.3%	0.3%	18,215,895	9.2%	0.6%	\$1.06	12.9%
TOTAL	\$3,681,130,431	12.6%		3,171,427,102	-0.8%		\$2.21	13.6%

* 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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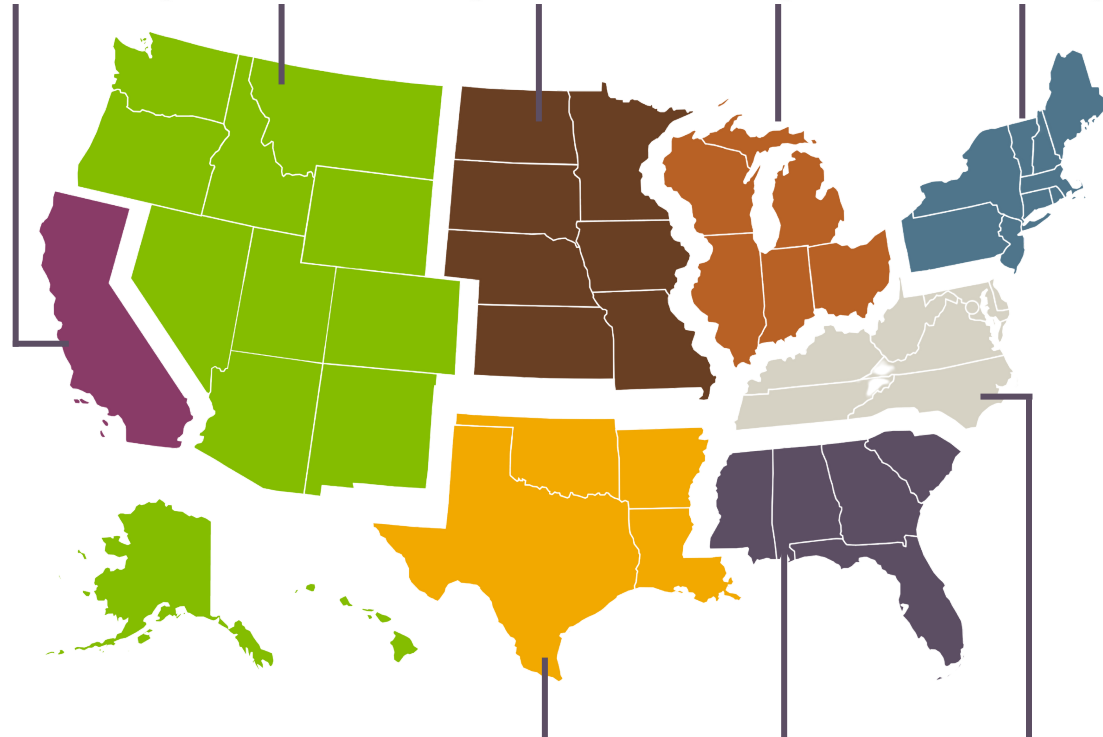
FISCAL YEAR 2022 QUARTER 4

April - June 2022

CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$315,857,590	Dollar Sales	\$398,830,209	Dollar Sales	\$275,418,694	Dollar Sales	\$578,020,029	Dollar Sales	\$597,295,202
% Change vs YA	12.2%	% Change vs YA	10.0%	% Change vs YA	12.1%	% Change vs YA	12.6%	% Change vs YA	11.7%
Volume Sales	128,056,346	Volume Sales	196,667,779	Volume Sales	129,912,672	Volume Sales	258,598,168	Volume Sales	255,088,472
% Change vs YA	-0.6%	% Change vs YA	-0.2%	% Change vs YA	-0.6%	% Change vs YA	-1.7%	% Change vs YA	-1.4%



The volume share of each region varies.



Volume Share

CALIFORNIA	7.7%
WEST	11.8%
PLAINS	7.8%
GREAT LAKES	15.6%
NORTHEAST	15.3%
SOUTH CENTRAL	12.1%
SOUTHEAST	15.0%
MIDSOUTH	14.6%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$402,342,484	Dollar Sales	\$579,118,040	Dollar Sales	\$534,248,183
% Change vs YA	13.1%	% Change vs YA	15.1%	% Change vs YA	13.2%
Volume Sales	201,003,006	Volume Sales	250,083,236	Volume Sales	243,466,735
% Change vs YA	-0.6%	% Change vs YA	0.1%	% Change vs YA	-1.1%



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FISCAL YEAR 2022 QUARTER 4

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

Five Year Quarterly Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Price per Pound	Price % Change vs YA	
April - June 2018	\$2,876,994,188	1.0%	▲	1,583,209,190	-5.1%	▼	\$1.82	6.4%	▲
April - June 2019	\$2,949,477,276	2.5%	▲	1,622,274,312	2.5%	▲	\$1.82	0.1%	▲
April - June 2020	\$3,650,311,287	23.8%	▲	1,984,007,501	22.3%	▲	\$1.84	1.2%	▲
April - June 2021	\$3,268,148,931	-10.5%	▼	1,676,453,391	-15.5%	▼	\$1.95	6.0%	▲
April - June 2022	\$3,681,130,431	12.6%	▲	1,662,876,415	-0.8%	▼	\$2.21	13.6%	▲

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.