



2023 Q4

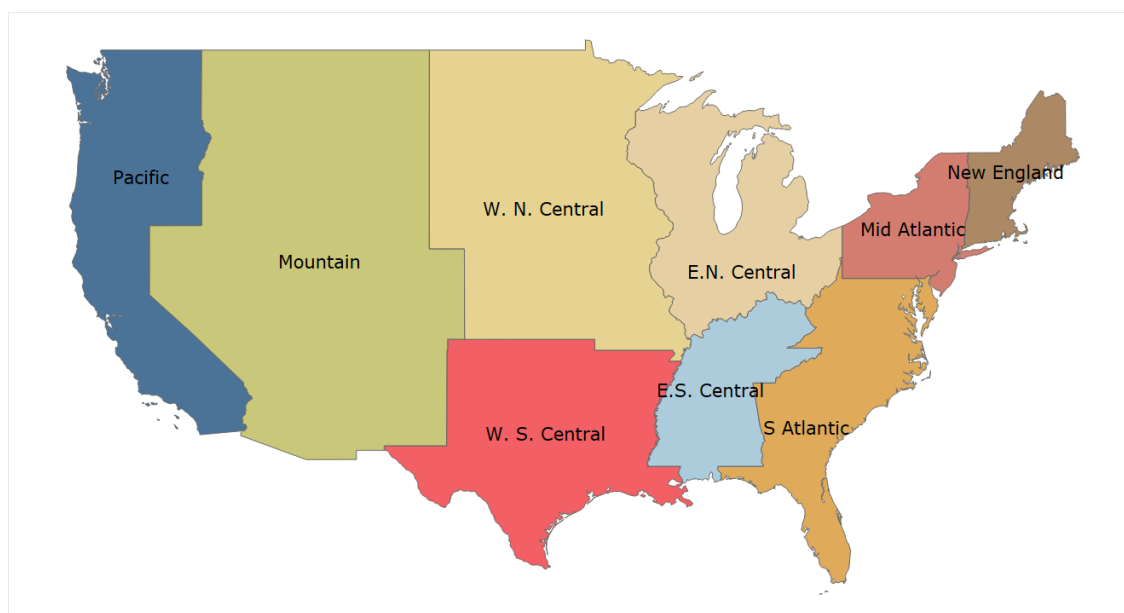
Potato Category Review

Idaho Potato Commission

2023 Q4 Potato Category Review

Background

- This report covers all potato performance for the Total U.S. as well as nine U.S. regions, as defined by NielsenIQ.
- Reporting period covers October 1 - December 30, 2023 vs. the same period last year.
- This report was prepared by Category Partners exclusively for the Idaho Potato Commission.
- Data in this report is provided under contract by Nielsen IQ. Nielsen reports for roughly 90,000 stores nationwide.
- Data coverage includes only potatoes sold through retail channels. Varieties are broken out as russet, red, yellow, white, convenience, and gourmet. Groupings are defined as:
 - » Convenience: Any fresh potato that can be prepared in its package. i.e. Microwaveable
 - » Gourmet: Specialty potatoes 24oz pack size; including Fingerling, Baby, or Mixed
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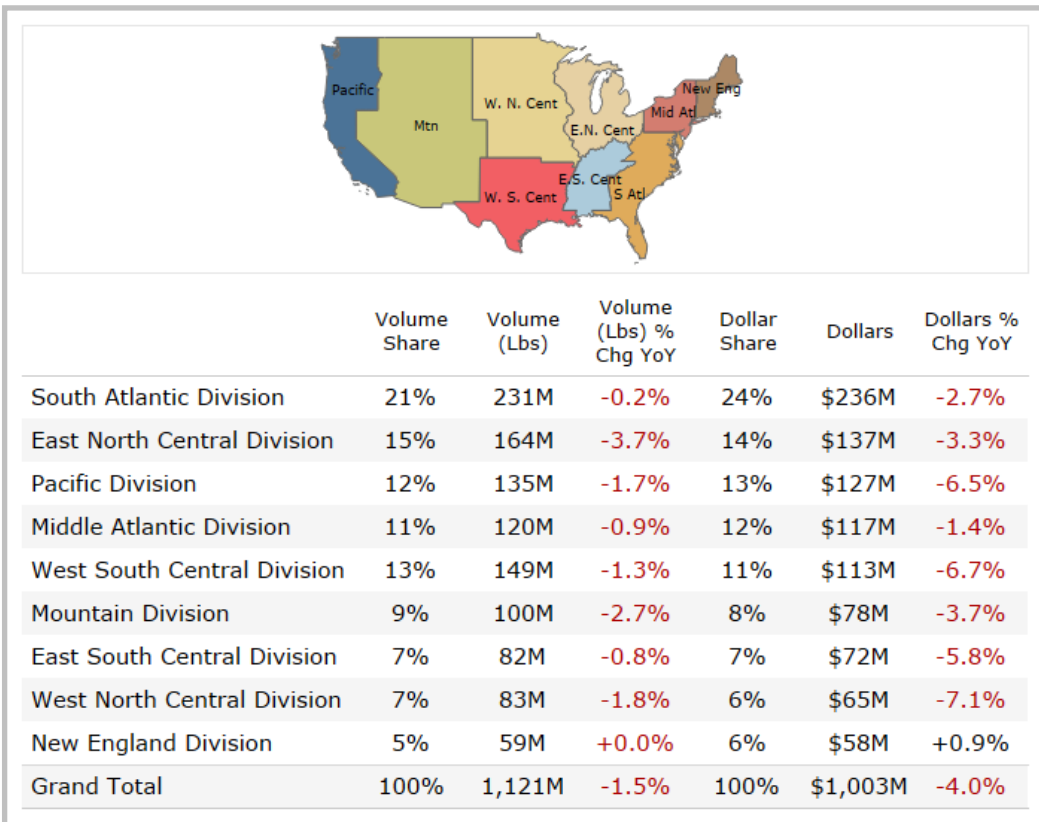
2023 Q4: Total US

Shopper Preferences Change in Q4

The New England division was the only one to post 2023 Q4 growth, up +0.9% in dollars over the prior year.

5lb Bags are the most popular item in the category, selling 52% of potato volume in the Total US. Among Russets, 5lb bags were down -2.0% in volume. 8lb Russet bags, however, grew in Q4 volume by +16.4%. Between holiday promotions and decreased prices in the category, larger potato sizes are again becoming an affordable, valuable item to shoppers.

Consumer purchase behavior in Q4 has proven that shoppers are most heavily persuaded by price and value. As prices continue to decrease in larger pack sizes for potatoes, shoppers are jumping on the opportunity to bring home more groceries at a better value.



	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY
Russet	\$525,406,951	-4.8%	738,560,266	-2.9%
5lb	\$234,223,275	-1.7%	369,606,458	-2.0%
Bulk	\$128,097,318	-8.6%	99,874,950	-5.7%
10lb	\$98,197,341	-8.2%	187,194,608	-6.0%
8lb	\$41,304,915	+3.8%	52,600,764	+16.4%
3lb	\$12,576,532	-2.9%	9,342,861	-10.5%
15lb+	\$6,490,527	-28.5%	17,211,402	-13.9%

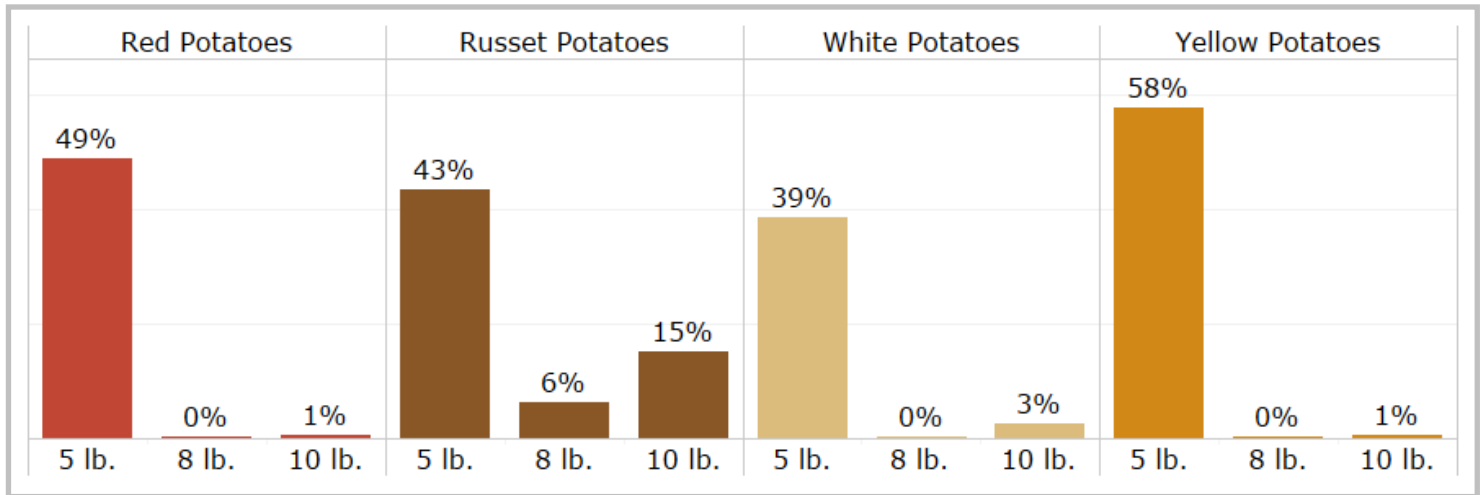


Q4 2023: Larger Pack Sizes Gain Despite Promotion

5lb Potatoes Dominate in Ads but not Sales

Shoppers responded differently to ads over the year-end holidays of 2023. 5lb potato ads made up 47% of all ads ran at retail in Q4; 8lb potatoes made up just 3%. While 5lb potatoes have led the category over the past few years, prices are dropping and consumer purchase decisions are adjusting. In Q4, retail sales growth in 8lb potato bags proved that consumers are heavily influenced by price.

In the Total US, 8lb potatoes had the greatest price drop among category pack sizes at $-\$0.11$. Retailers who focused on larger pack size promotions in Q4 experienced significant dollar and volume growth over other pack sizes.



	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$1,002.8M	-4.0%	1,120.4M	-1.5%	\$0.90	-\$0.02
5lb	\$426.0M	-3.1%	586.6M	-1.1%	\$0.73	-\$0.02
Bulk	\$214.3M	-7.8%	148.7M	-5.5%	\$1.44	-\$0.04
24oz	\$111.2M	+0.8%	44.5M	+1.9%	\$2.50	-\$0.03
10lb	\$109.3M	-9.0%	205.4M	-5.9%	\$0.53	-\$0.02
3lb	\$68.3M	+0.9%	48.0M	+5.1%	\$1.42	-\$0.06
8lb	\$45.4M	+10.0%	59.0M	+25.6%	\$0.77	-\$0.11



2023 Q4: East North Central Division



Yellow and Gourmet Lead in Growth

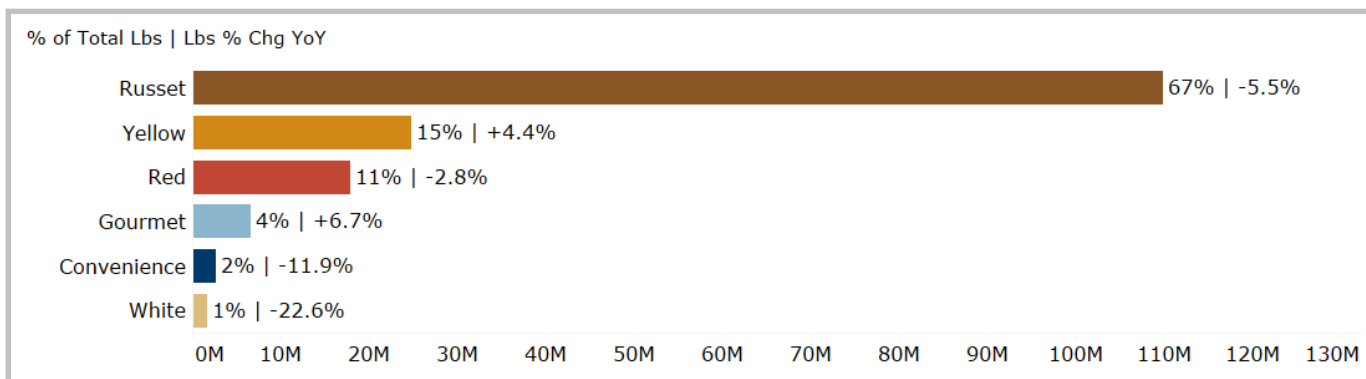
In Q4 2023, total Russet dollars in the E.N. Central division were down -3.2% and volume was down -5.5%. Yellow and Gourmet varieties were the only two that grew in volume change over Q4 last year.

5lb bags were the top selling pack size in the E.N. Central division overall, carrying 54% of total potato volume. Of the 5lb pack sizes, Russet 5lb is the top selling item in the division, despite falling in dollars by -5.0%.

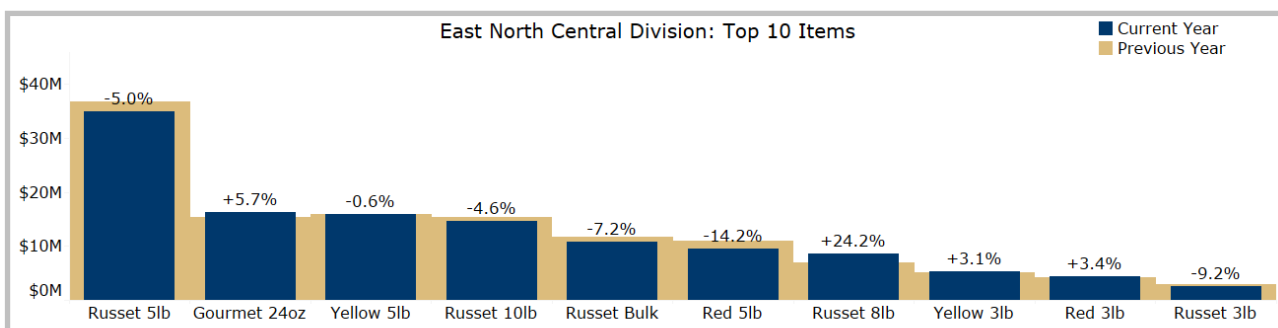
Q4 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$136.8M	-3.3%	163.6M	-3.7%	\$0.84	+\$0.00
Russet	\$72.0M	-3.2%	109.9M	-5.5%	\$0.66	+\$0.02
Yellow	\$24.3M	+2.0%	24.9M	+4.4%	\$0.98	-\$0.02
Red	\$16.4M	-11.6%	17.9M	-2.8%	\$0.92	-\$0.09
Gourmet	\$16.3M	+5.7%	6.6M	+6.7%	\$2.48	-\$0.02
Convenience	\$5.9M	-9.3%	2.7M	-11.9%	\$2.18	+\$0.06
White	\$1.9M	-31.7%	1.7M	-22.6%	\$1.10	-\$0.15

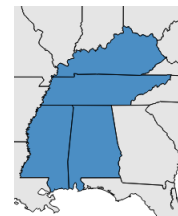
All Varieties by Volume



Top 10 Items: All Varieties



2023 Q4: East South Central Division



Yellows Sell at Higher Price than Reds and Russet

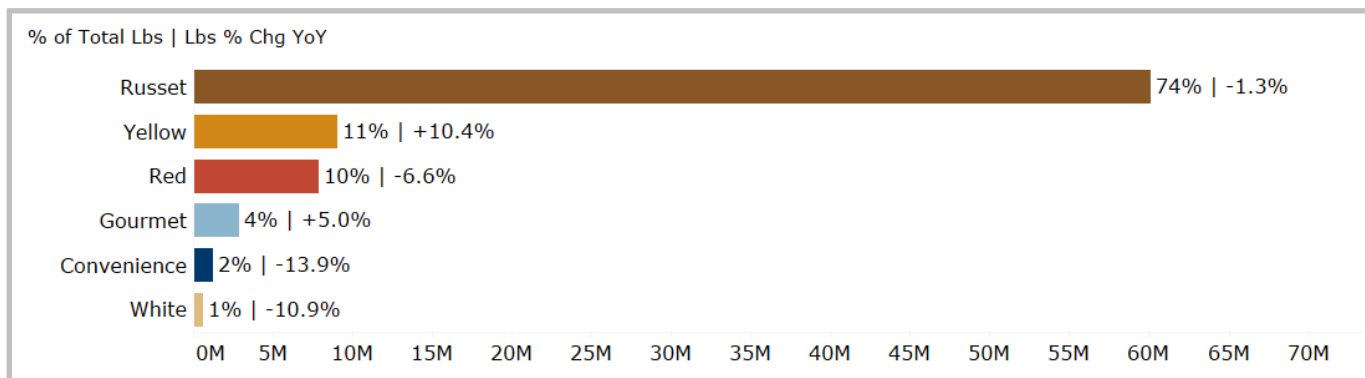
In Q4 2023, total Russet dollars and volume in the E.S. Central division were down -5.8%, and -0.8%, respectively. Yellows led the category in Q4 growth in the division for dollar and volume sales.

5lb bags in the total category were the top selling pack size in the E.S. Central division overall, carrying 51% of total potato volume. Russet 5lb bags decreased -4.1% in dollar change over last year, but remained the top selling variety in dollars by more than double the next best-selling item.

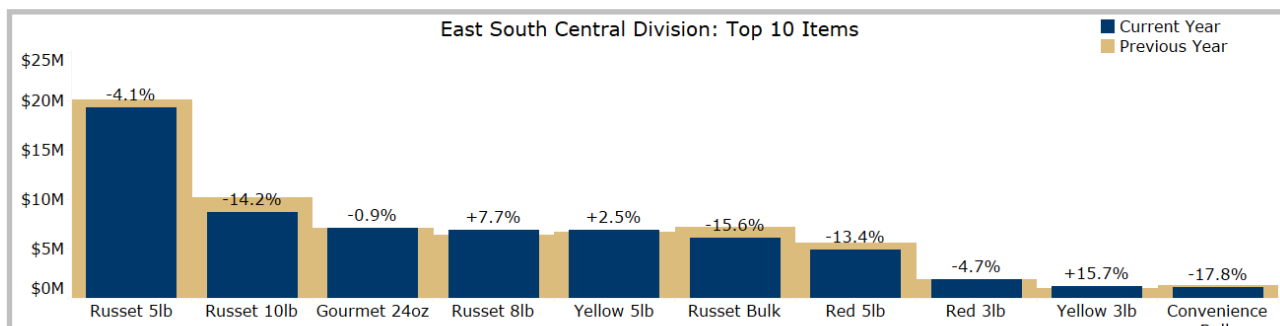
Q4 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$71.7M	-5.8%	81.8M	-0.8%	\$0.88	-\$0.05
Russet	\$43.9M	-5.8%	60.2M	-1.3%	\$0.73	-\$0.04
Yellow	\$9.2M	+5.0%	9.0M	+10.4%	\$1.02	-\$0.05
Red	\$7.7M	-14.9%	7.9M	-6.6%	\$0.98	-\$0.10
Gourmet	\$7.1M	-0.9%	2.9M	+5.0%	\$2.45	-\$0.15
Convenience	\$2.9M	-14.2%	1.3M	-13.9%	\$2.30	-\$0.01
White	\$0.8M	-23.5%	0.6M	-10.9%	\$1.22	-\$0.20

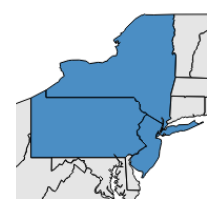
All Varieties by Volume



Top 10 Items: All Varieties



2023 Q4: Middle Atlantic Division



Mid Atlantic Leads in Russet Volume Growth

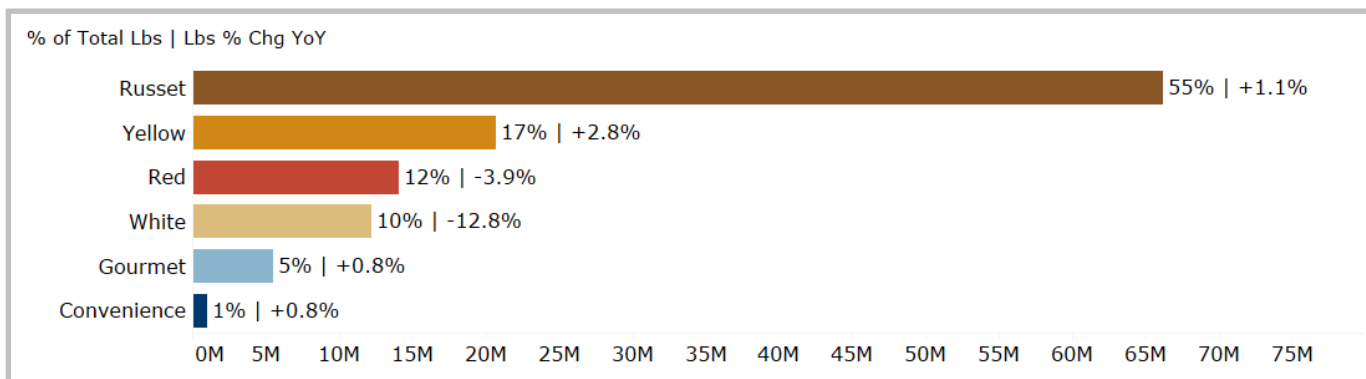
In Q4 2023, total Russet dollars in the Mid Atlantic division were down -1.5%, while volume grew slightly at +1.1%. 4 of 6 varieties were up in volume this quarter, with Yellows up in dollars as well.

5lb bags in the total category were the top selling pack size in the Mid Atlantic division overall. They carry 62% of total potato volume. Russet Bulk is the fourth most selling potato item in the division by dollars, but had the greatest dollar growth this quarter, at +9.3%.

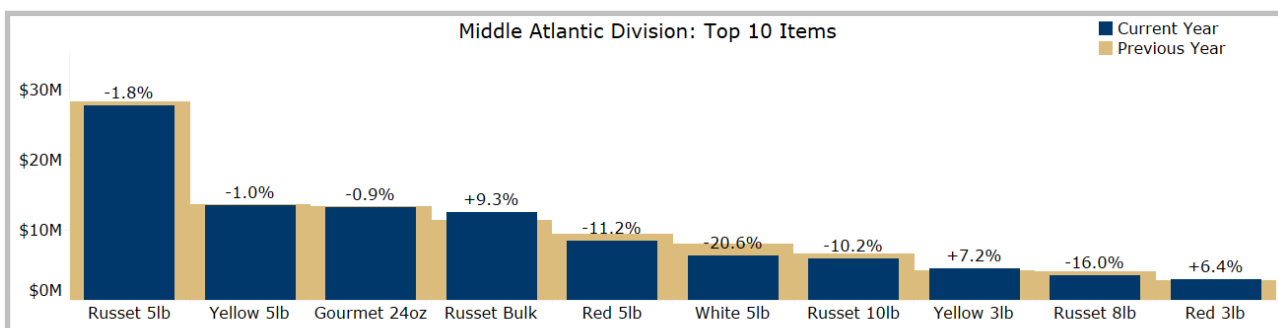
Q4 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$116.8M	-1.4%	119.8M	-0.9%	\$0.98	-\$0.01
Russet	\$51.7M	-1.5%	66.2M	+1.1%	\$0.78	-\$0.02
Yellow	\$22.9M	+5.4%	20.7M	+2.8%	\$1.10	+\$0.03
Red	\$15.7M	-8.6%	14.1M	-3.9%	\$1.12	-\$0.06
Gourmet	\$13.3M	-0.9%	5.5M	+0.8%	\$2.40	-\$0.04
White	\$10.0M	-4.1%	12.3M	-12.8%	\$0.82	+\$0.07
Convenience	\$3.2M	-1.3%	1.0M	+0.8%	\$3.19	-\$0.07

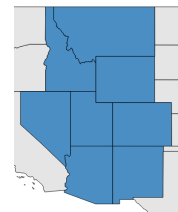
All Varieties by Volume



Top 10 Items: All Varieties



2023 Q4: Mountain Division



Yellows Continue to Gain Popularity

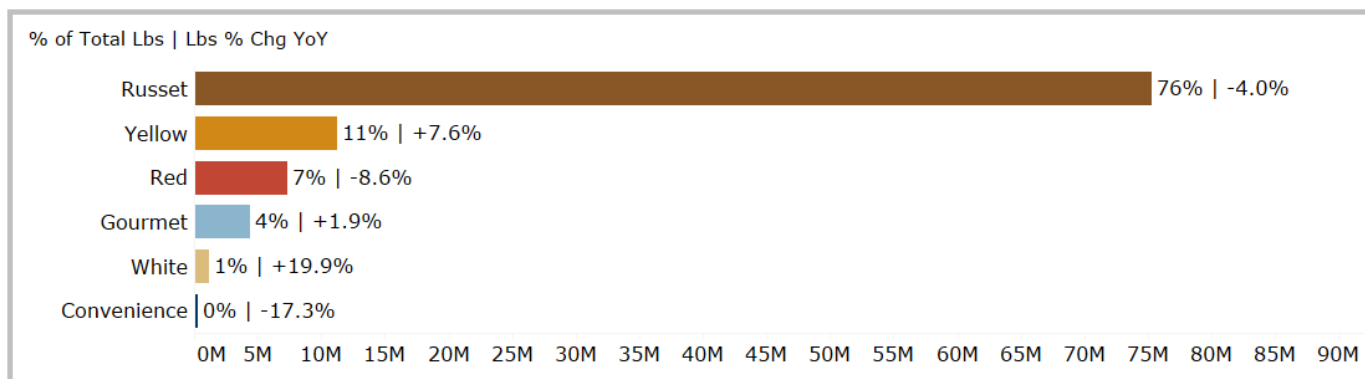
In Q4 2023, total Russet dollars in the Mountain division were down -3.9%, while volume was down -4.0%. Yellow, Gourmet, and White potato varieties all grew in Q4 dollar and volume sales in the Mountain Division.

5lb bags in the category are the top selling pack size in the Mountain division overall, carrying 48% of total potato volume. 5lb Russets were the top performing item in this division, up +7.7% in dollars in Q4.

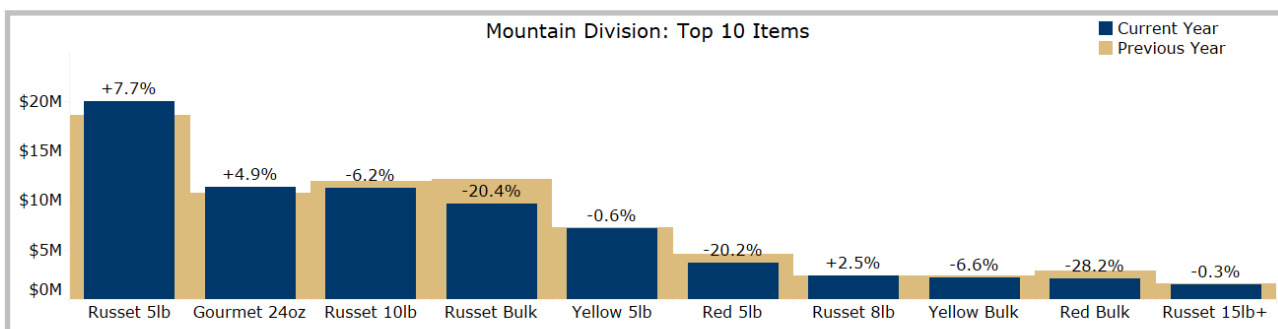
Q4 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$77.8M	-3.7%	99.8M	-2.7%	\$0.78	-\$0.01
Russet	\$45.7M	-3.9%	75.3M	-4.0%	\$0.61	+\$0.00
Yellow	\$11.4M	+0.2%	11.3M	+7.6%	\$1.01	-\$0.07
Gourmet	\$11.3M	+4.9%	4.4M	+1.9%	\$2.59	+\$0.07
Red	\$7.2M	-16.6%	7.3M	-8.6%	\$0.99	-\$0.09
White	\$1.4M	+0.5%	1.2M	+19.9%	\$1.16	-\$0.22
Convenience	\$0.8M	-20.6%	0.3M	-17.3%	\$2.59	-\$0.11

All Varieties by Volume



Top 10 Items: All Varieties



2023 Q4: New England Division



Reds Continue Decline, Passed by Gourmet

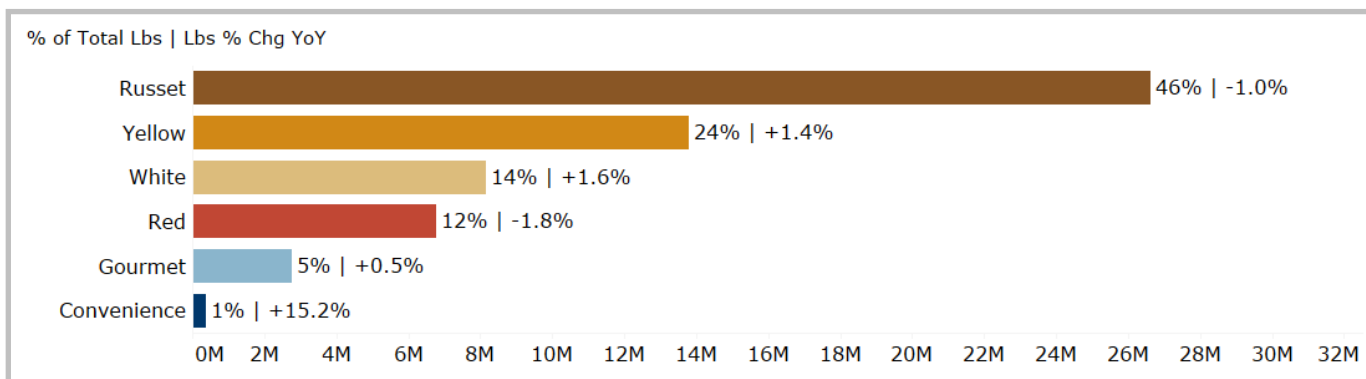
In Q4 2023, total Russet dollars in the New England division were down -0.5% and total Russet volume was down -1.0%. With the exception of Russets and Reds, all other varieties outperformed prior year sales this quarter.

5lb bags and Bulk were the top selling pack sizes in the New England division overall, carrying 59% and 17% of total potato volume, respectively. In Russets, the 5lb bags were the best selling pack size, despite a -2.6% decrease in dollars and a -4.6% decrease in volume over last year.

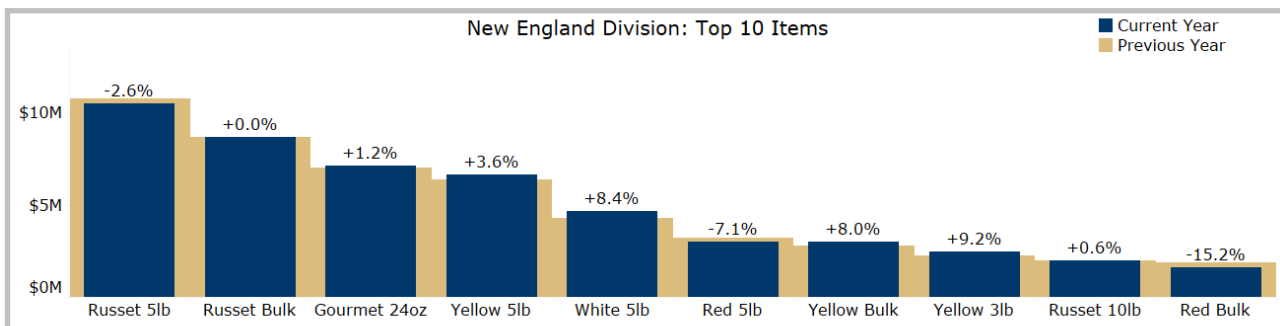
Q4 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$57.9M	+0.9%	58.5M	+0.0%	\$0.99	+\$0.01
Russet	\$23.3M	-0.5%	26.6M	-1.0%	\$0.87	+\$0.00
Yellow	\$13.8M	+4.9%	13.8M	+1.4%	\$1.00	+\$0.03
Gourmet	\$7.1M	+1.2%	2.8M	+0.5%	\$2.56	+\$0.02
Red	\$6.8M	-7.8%	6.8M	-1.8%	\$1.01	-\$0.07
White	\$5.7M	+7.8%	8.2M	+1.6%	\$0.70	+\$0.04
Convenience	\$1.2M	+5.5%	0.4M	+15.2%	\$3.29	-\$0.30

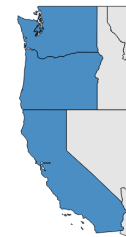
All Varieties by Volume



Top 10 Items: All Varieties



2023 Q4: Pacific Division



Yellows Bring Only Volume Growth

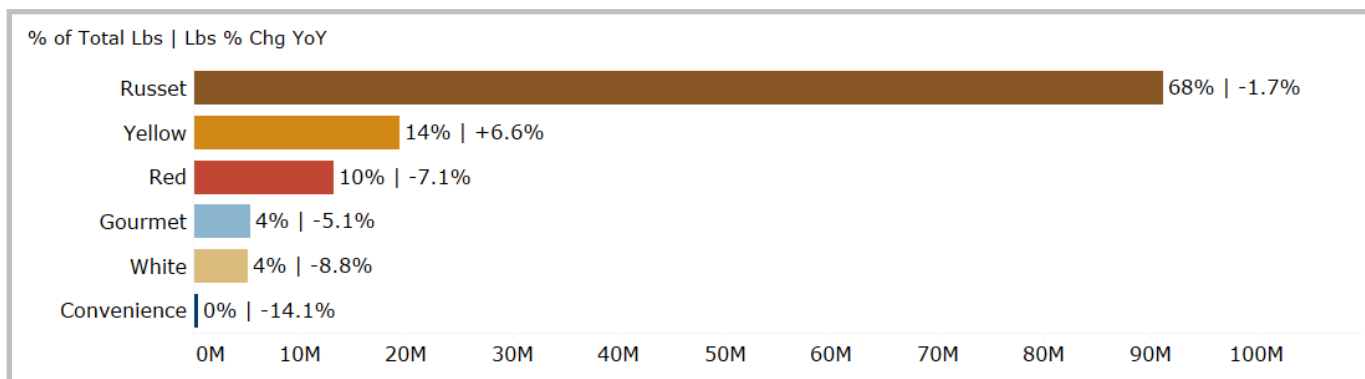
In Q4 2023, total Russet dollars in the Pacific division were down -6.4%, while volume was down -1.7%. Yellow potato volume surpassed last year’s sales, and had the greatest price drop among varieties in the division.

Bulk potatoes were the preferred way consumers shopped the category in the Pacific division, carrying 27% of total potato volume. While Russet 5lb undersells Bulk in this division, the 5lb grew in dollar sales by +1.2% this quarter.

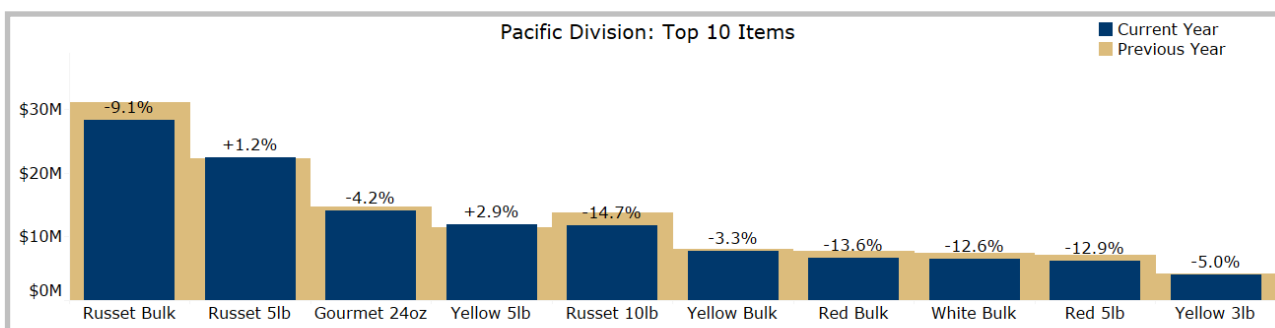
Q4 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$127.4M	-6.5%	134.8M	-1.7%	\$0.95	-\$0.05
Russet	\$66.6M	-6.4%	91.2M	-1.7%	\$0.73	-\$0.04
Yellow	\$23.7M	-1.2%	19.4M	+6.6%	\$1.22	-\$0.10
Red	\$15.2M	-12.0%	13.2M	-7.1%	\$1.15	-\$0.06
Gourmet	\$14.1M	-4.2%	5.3M	-5.1%	\$2.64	+\$0.02
White	\$6.6M	-14.7%	5.2M	-8.8%	\$1.27	-\$0.09
Convenience	\$1.3M	-15.4%	0.5M	-14.1%	\$2.68	-\$0.04

All Varieties by Volume



Top 10 Items: All Varieties



2023 Q4: South Atlantic Division



Yellow and Gourmet Gain in Dollars and Volume

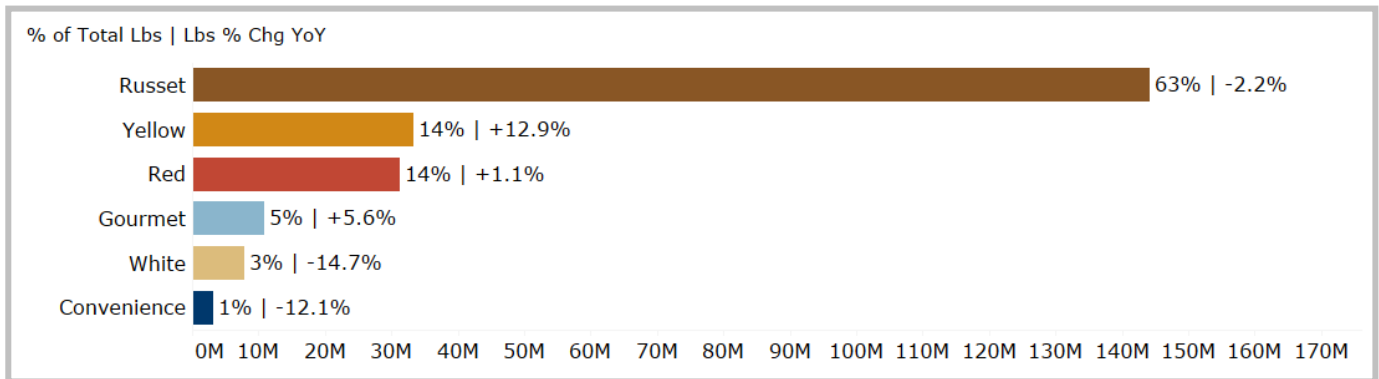
In Q4 2023, total Russet dollars and volume in the South Atlantic division were down -2.7% and -2.2% respectively.

5lb bags were the top selling pack size in the South Atlantic division overall, carrying 57% of total potato volume. Russet 5lb is the top selling item in the division, and grew +1.5% in dollars over Q4 2022.

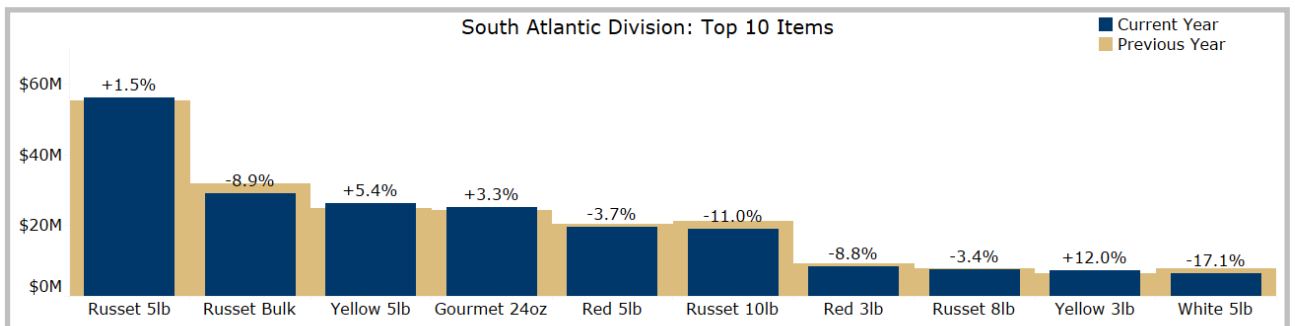
Q4 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$236.4M	-2.7%	230.7M	-0.2%	\$1.02	-\$0.03
Russet	\$118.8M	-4.2%	144.3M	-2.2%	\$0.82	-\$0.02
Yellow	\$39.0M	+7.4%	33.3M	+12.9%	\$1.17	-\$0.06
Red	\$34.7M	-7.3%	31.2M	+1.1%	\$1.11	-\$0.10
Gourmet	\$25.2M	+3.3%	10.8M	+5.6%	\$2.33	-\$0.05
Convenience	\$9.7M	-9.6%	3.2M	-12.1%	\$3.01	+\$0.08
White	\$9.1M	-11.7%	7.9M	-14.7%	\$1.15	+\$0.04

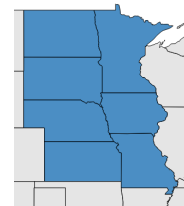
All Varieties by Volume



Top 10 Items: All Varieties



2023 Q4: West North Central Division



Red Potatoes Drop Significantly in Price

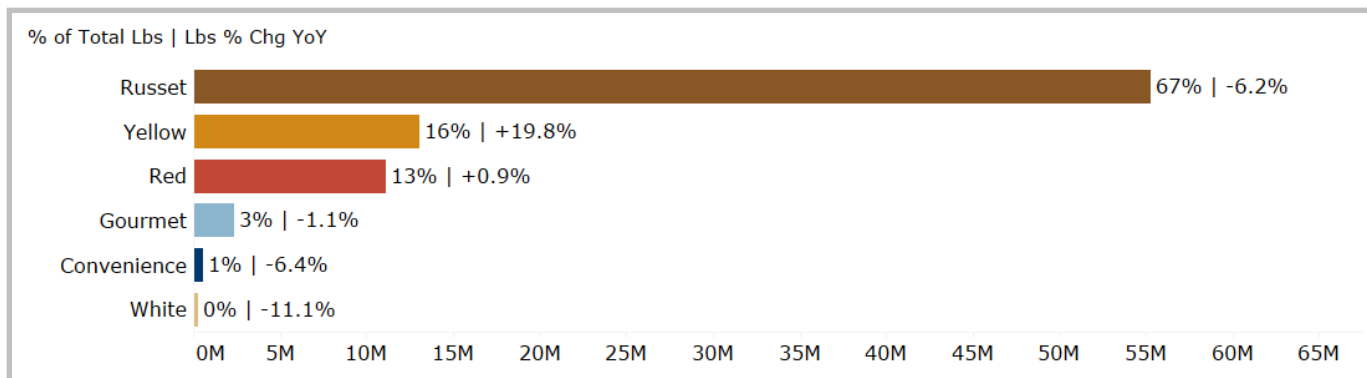
In Q4 2023, total Russet dollars in the W.N. Central division were down -10.5%, while volume was down -6.2%. Yellow and Gourmet varieties grew in dollars in Q4 over 2022.

Total 5lb bags were the top selling pack size in the W.N. Central division overall, carrying 57% of total potato volume. Gourmets were the only variety to increase price in Q4. As a result, dollars were up +0.2% and, while volume fell by -1.1%.

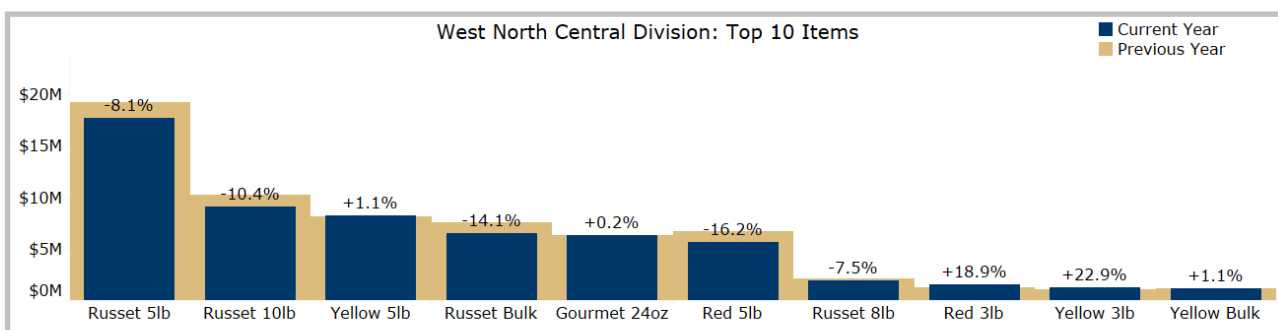
Q4 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$64.6M	-7.1%	82.8M	-1.8%	\$0.78	-\$0.04
Russet	\$35.9M	-10.5%	55.3M	-6.2%	\$0.65	-\$0.03
Yellow	\$11.6M	+8.1%	13.1M	+19.8%	\$0.89	-\$0.10
Red	\$8.7M	-12.7%	11.1M	+0.9%	\$0.78	-\$0.12
Gourmet	\$6.3M	+0.2%	2.4M	-1.1%	\$2.69	+\$0.04
Convenience	\$1.6M	-10.8%	0.6M	-6.4%	\$2.81	-\$0.14
White	\$0.4M	-26.8%	0.3M	-11.1%	\$1.12	-\$0.24

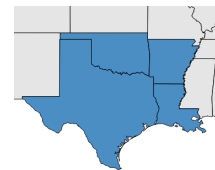
All Varieties by Volume



Top 10 Items: All Varieties



2023 Q4: West South Central Division



Yellow Potatoes Lead in Growth

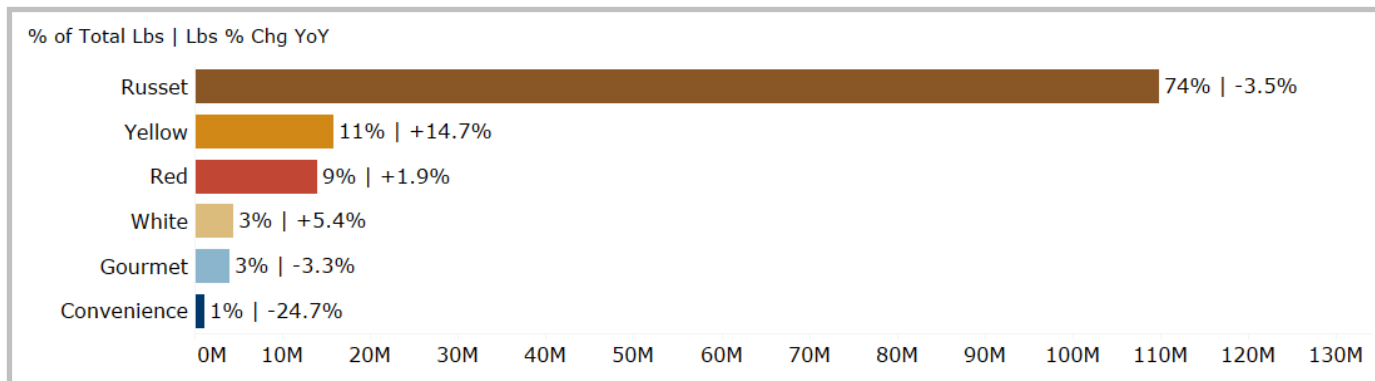
In Q4 2023, total Russet dollars in the W.S. Central division were down -7.0%, while volume was down -3.5%. Yellow, Red, and White potatoes grew in volume change over last year in Q4.

5lb bags in the total category were the top selling pack size in the W.S. Central division overall, carrying 44% of total potato volume. Of the 5lb pack sizes, Russet 5lb bags were the top selling item in the division, despite a dollar decrease of -5.8% compared to last year.

Q4 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$113.5M	-6.7%	149.2M	-1.3%	\$0.76	-\$0.04
Russet	\$67.6M	-7.0%	109.9M	-3.5%	\$0.62	-\$0.02
Yellow	\$14.4M	+1.7%	15.9M	+14.7%	\$0.91	-\$0.12
Red	\$12.6M	-12.6%	14.0M	+1.9%	\$0.91	-\$0.15
Gourmet	\$10.5M	-5.9%	3.9M	-3.3%	\$2.68	-\$0.07
White	\$5.7M	-4.2%	4.4M	+5.4%	\$1.30	-\$0.13
Convenience	\$2.5M	-17.3%	1.1M	-24.7%	\$2.30	+\$0.20

All Varieties by Volume



Top 10 Items: All Varieties

