

STOCK UP NOW ON IDAHO® POTATOES FOR THE HOLIDAYS!



The holidays are fast approaching and last year russets accounted for 67% of all potato category volume sales.



THE AVERAGE AMOUNT SHOPPERS SPEND WHEN POTATOES ARE INCLUDED IN THEIR BASKET.

Shoppers *without* potatoes in their basket *only* spend an average \$43.30.



88% households that purchase fresh potatoes



84% potato shoppers who watch circulars to decide where to shop



40% shoppers who have reduced the number of stores visited



+34% average weekly dollar increase since pandemic began



5 lb, 8 lb, and 10 lb
Target these bag sizes to maximize sales!

CONSUMER INSIGHT

Shopping habits are shifting towards larger pack sizes