

TOTAL STORE RETAIL SALES

Calendar Year 2021
January – December 2021

DOLLARS

SALES	% CHANGE VS YA	
\$13.4 B	-2.3%	
\$13.7 B	16.5%	2020
\$11.8 B	1.9%	2019

POUNDS

SALES	% CHANGE VS YA	
7.1 B	-8.0%	
7.7 B	14.4%	2020
6.7 B	-0.4%	2019

PRICE PER POUND

PRICE	% CHANGE VS YA	
\$1.91	6.2%	
\$1.80	1.8%	2020
\$1.76	2.3%	2019

Retail Sales 2021 12/28/20-12/26/21

RETAIL SALES TRENDS

Dollar and volume sales are above the same time period in 2019.

Deli-prepared sides increased in dollar and volume sales compared to 2020 but have not returned to pre 2020 levels.

All prices are up per pound from 2020 except for dehydrated potatoes which decreased.

Sales for January and February grew by double digits in volume and dollar sales which was prior to the panic buying that began in March.

Potato Category Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
CHIPS	\$6,647,574,367	0.2%		1,274,374,777	-5.2%		\$5.22	5.6%	
FRESH	\$3,103,804,186	-7.0%		3,755,522,578	-10.4%		\$0.83	3.7%	
FROZEN	\$1,984,714,302	-3.8%		1,439,013,895	-5.3%		\$1.38	1.5%	
DEHYDRATED	\$581,863,622	-8.9%		160,411,709	-8.7%		\$3.63	-0.3%	
REFRIGERATED	\$711,195,752	2.5%		275,776,786	-1.6%		\$2.58	4.1%	
DELI-PREPARED	\$352,351,073	11.5%		88,854,775	7.3%		\$3.97	3.9%	
CANNED	\$48,414,245	-16.4%		51,890,592	-18.8%		\$0.93	2.9%	

Calendar Year 2021 January – December 2021

Potato Sales by Region

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
CALIFORNIA	\$1,170,655,911	-3.1%	▼	555,049,070	-8.4%	▼	\$2.11	5.8%	▲
GREAT LAKES	\$2,097,919,534	-2.7%	▼	1,103,545,859	-9.5%	▼	\$1.90	7.5%	▲
MIDSOUTH	\$1,947,216,772	-1.1%	▼	1,035,398,247	-7.4%	▼	\$1.88	6.9%	▲
NORTHEAST	\$2,203,057,170	-4.53%	▼	1,079,302,065	-10.5%	▼	\$2.04	6.7%	▲
PLAINS	\$989,666,814	-4.8%	▼	545,123,850	-9.8%	▼	\$1.82	5.6%	▲
SOUTH CENTRAL	\$1,463,641,051	0.2%	▲	843,780,072	-5.7%	▼	\$1.73	6.3%	▲
SOUTHEAST	\$2,079,379,329	-0.9%	▼	1,044,548,042	-5.7%	▼	\$1.99	5.0%	▲
WEST	\$1,478,380,965	-1.9%	▼	839,097,907	-6.7%	▼	\$1.76	5.2%	▲

Calendar Year by Month January – December 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
January 2021	\$1,290,264,980	13.8%	▲	728,854,666	13.2%	▲	\$1.77	0.5%	
February 2021	\$1,034,216,157	15.9%	▲	578,100,540	14.9%	▲	\$1.79	0.8%	
March 2021	\$997,973,280	-23.8%	▼	544,763,341	-29.5%	▼	\$1.83	8.2%	
April 2021	\$1,242,829,773	-15.8%	▼	659,317,781	-22.5%	▼	\$1.89	8.6%	
May 2021	\$1,019,339,306	-8.9%	▼	516,649,081	-13.0%	▼	\$1.97	4.6%	
June 2021	\$1,007,324,824	-4.9%	▼	500,774,049	-7.4%	▼	\$2.01	2.7%	
July 2021	\$1,033,947,682	-3.1%	▼	510,072,047	-5.9%	▼	\$2.03	3.0%	
August 2021	\$1,015,417,762	-0.5%	▼	496,663,151	-5.4%	▼	\$2.04	5.2%	
September 2021	\$1,029,166,068	1.4%	▲	517,142,675	-4.9%	▼	\$1.99	6.7%	
October 2021	\$1,295,671,823	3.9%	▲	649,971,419	-6.1%	▼	\$1.99	10.6%	
November 2021	\$1,115,318,315	3.3%	▲	635,265,355	-6.5%	▼	\$1.76	10.4%	
December 2021	\$1,102,950,162	3.4%	▲	587,046,873	-7.6%	▼	\$1.88	11.8%	
January-December 2021	\$13,429,917,546	-2.3%	▼	7,045,845,112	-8.0%	▼	\$1.91	6.2%	

Five Year Average Calendar Year January – December

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
2017	\$11,345,971,389	2.3%	▲	6,845,417,039	0.7%	▲	\$1.66	1.6%	▲
2018	\$11,581,388,334	2.1%	▲	6,715,256,906	-1.9%	▼	\$1.72	4.1%	▲
2019	\$11,799,538,893	1.9%	▲	6,689,385,194	-0.4%	▼	\$1.76	2.3%	▲
2020	\$13,744,364,369	16.5%	▲	7,654,604,191	14.4%	▲	\$1.80	1.8%	▲
2021	\$13,429,917,546	-2.3%	▲	7,045,845,112	-8.0%	▼	\$1.91	6.2%	▲

Volume Sales

