

THE STATE OF THE *Fresh*  
**IDAHO**<sup>®</sup>  
POTATO SHOPPER



**85%**

OF ALL U.S. HOUSEHOLDS  
PURCHASE POTATOES

**\$86**

**AVERAGE  
POTATO SHOPPER  
BASKET SIZE**



**PRICE HEAVILY INFLUENCES A  
SHOPPER'S PREFERRED STORE**

**90%**

OF ALL SHOPPERS  
**PRE-PLAN** THEIR POTATO TRIP



**56%**

OF SHOPPERS ADMIT TO  
BEING INFLUENCED ON  
THEIR POTATO DECISIONS  
**AT THE SHELF**

**60%**

OF ALL SHOPPERS  
COMPARE *Fresh* POTATO  
PRICES BEFORE GOING  
TO THE STORE

**44%**

GO RIGHT TO THE TYPE OF POTATOES THEY PLANNED TO PURCHASE



**REACH OUT TO YOUR  
PROMOTIONS DIRECTOR**  
IDAHOPOTATO.COM/RETAIL/CONTACTS

**POTATO RECIPES**

SIGNIFICANTLY MOTIVATE PURCHASES

VISIT IDAHOPOTATO.COM FOR MORE THAN 1,700 RECIPES



STATISTICS FROM THE 2023 CONSUMER PATH TO PURCHASING POTATOES STUDY, CONDUCTED BY CIRCANA  
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