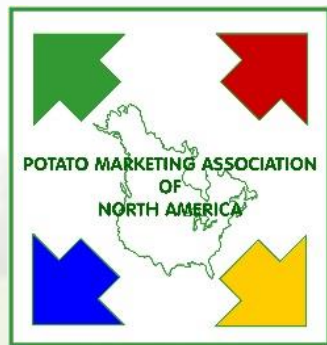


2024
**Potato
Business
Summit**



Potato Business Summit



Kim Breshears
Potatoes USA



A Look at the Modern Potato Consumer

Kim Breshears
CMO, Potatoes USA

January 2024

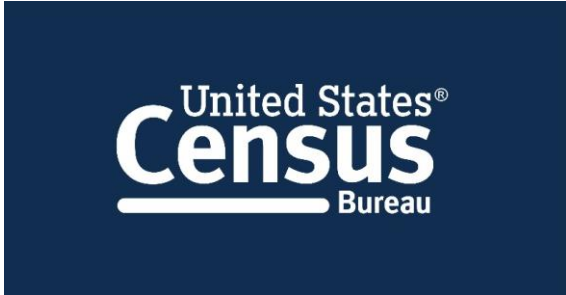
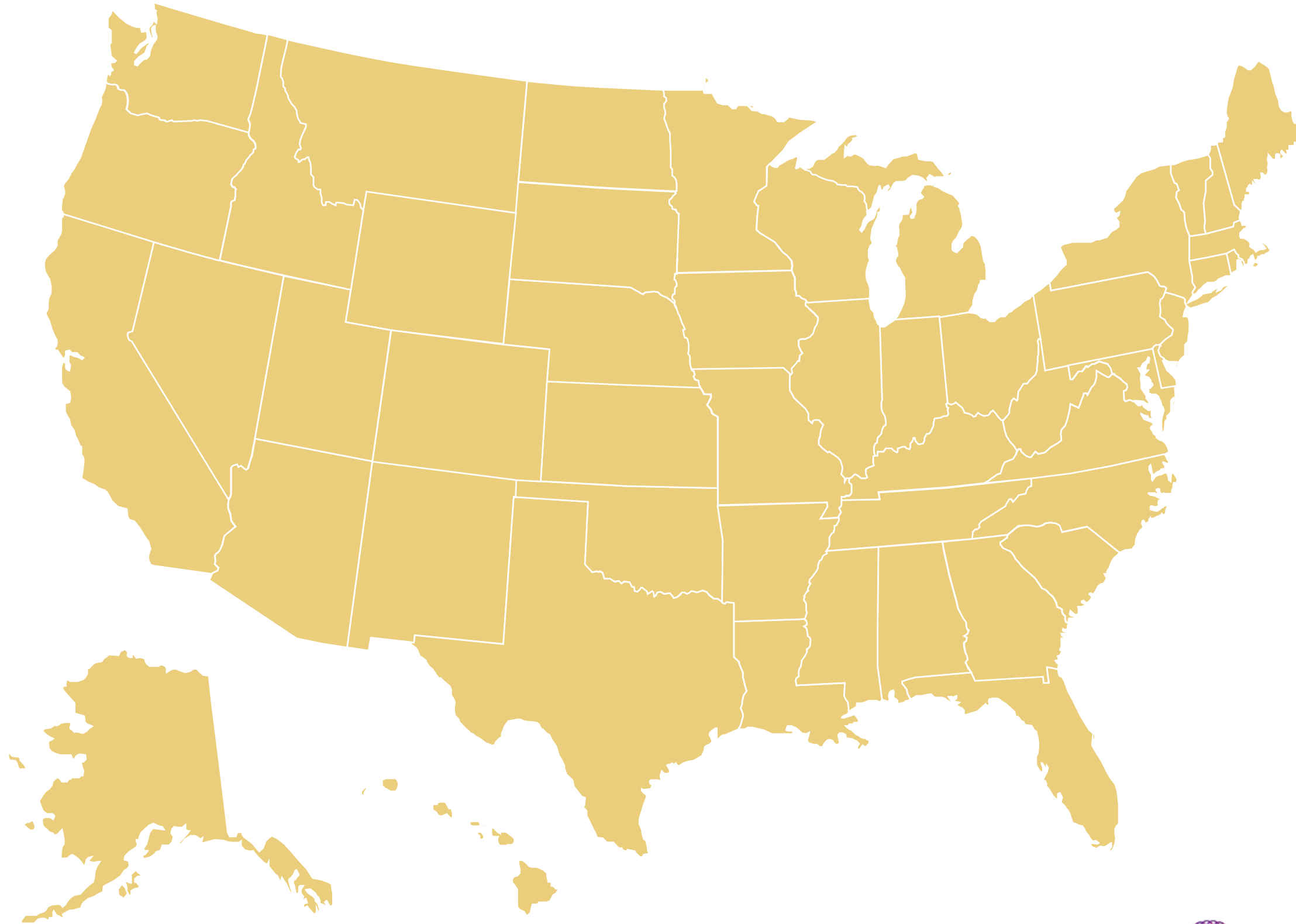


STRENGTHEN DEMAND FOR POTATOES

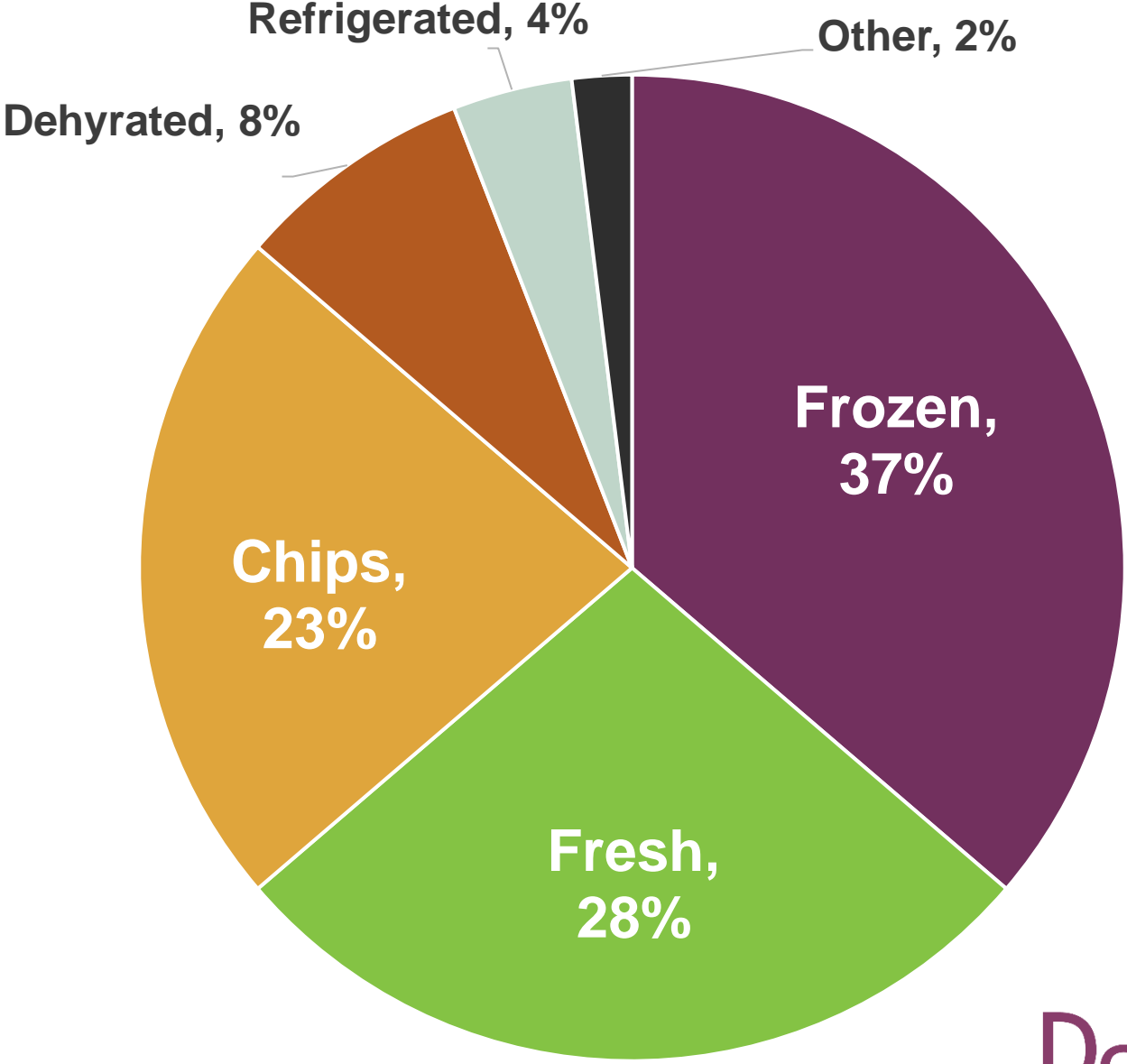
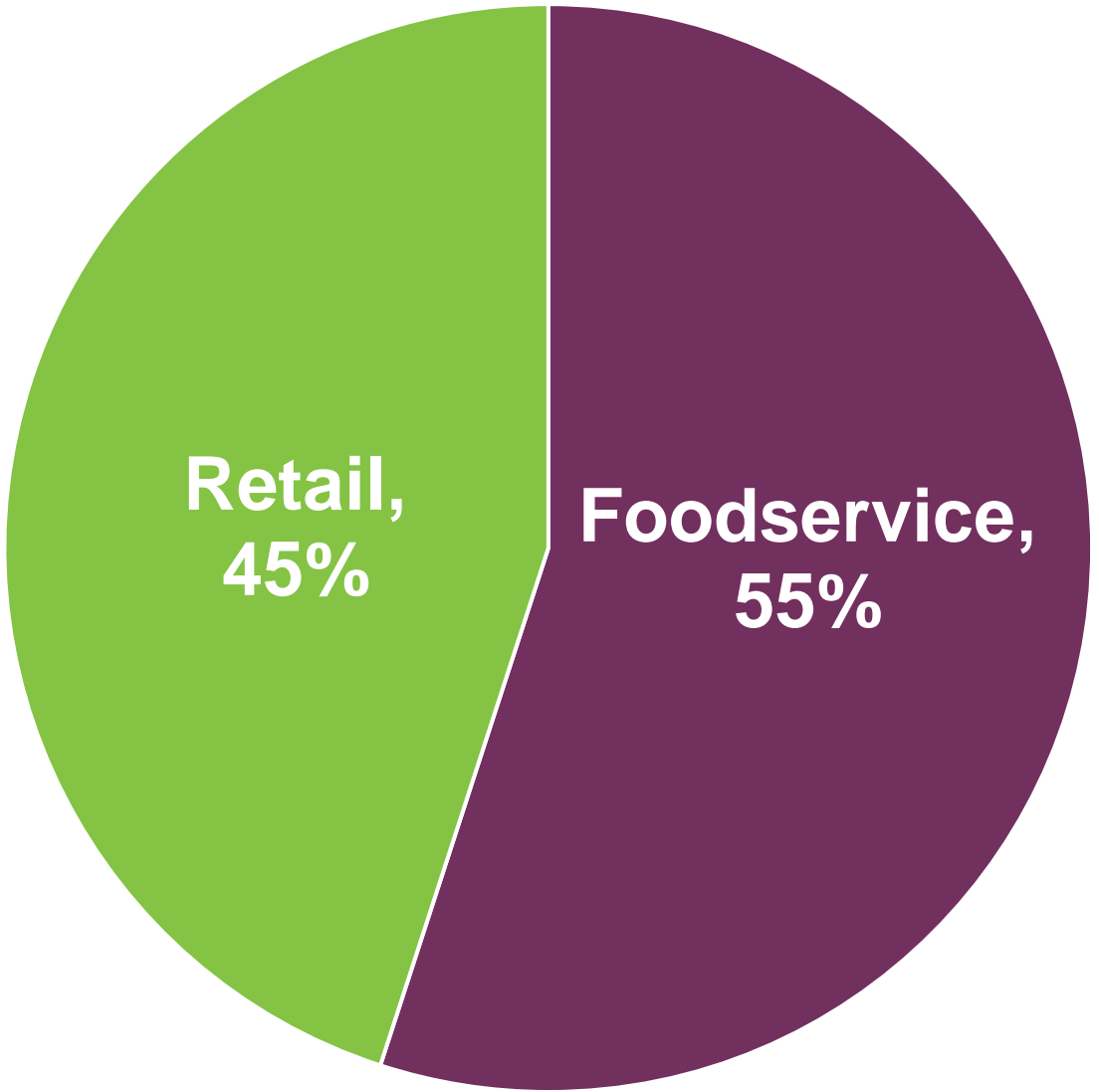
CONSUMERS INSIGHTS

- How they eat and make food choices
- What they believe about food and potatoes
- How they shop
- How life stages impact their purchases





Total Potato Sales In the U.S.



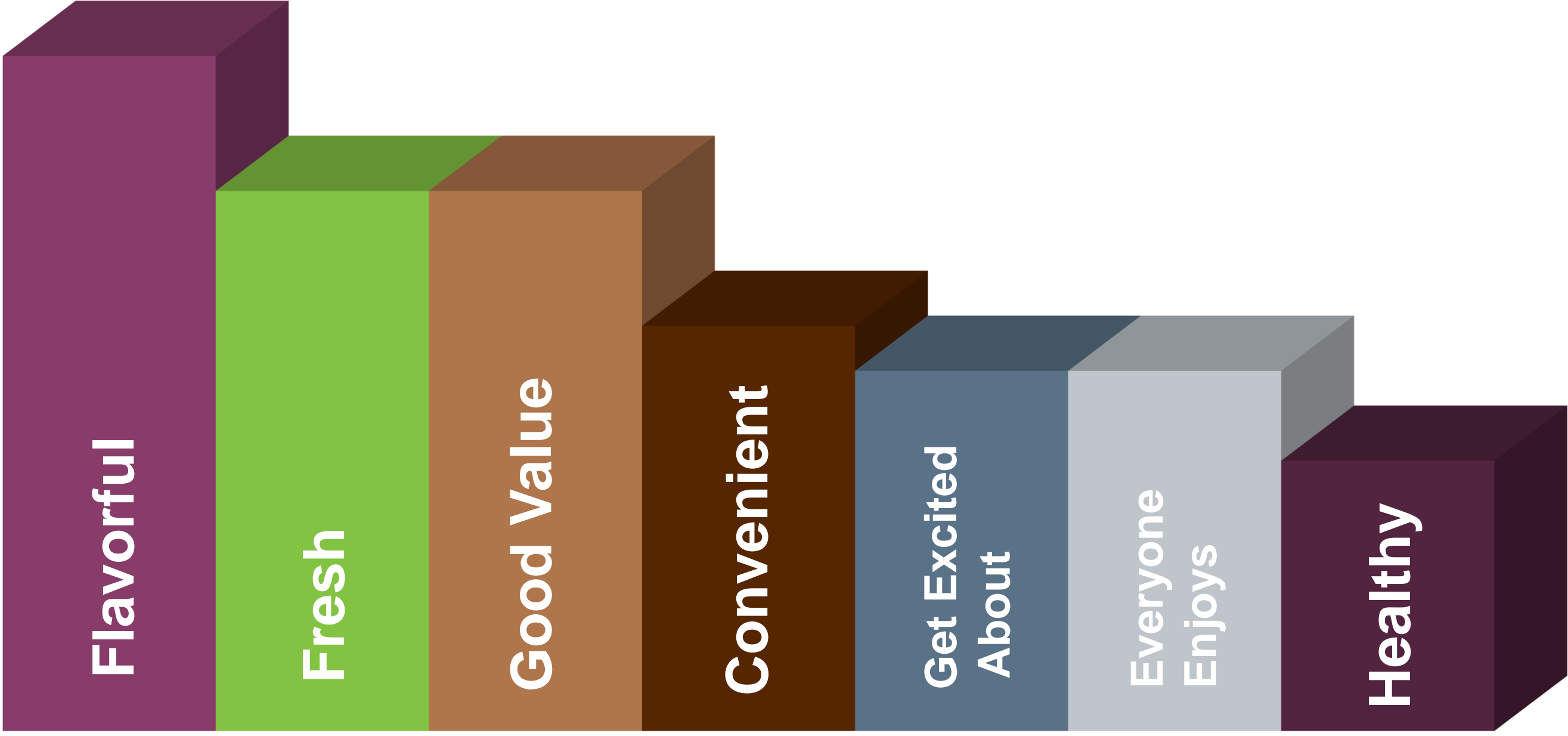
CONSUMER BELIEFS



FOOD & EATING

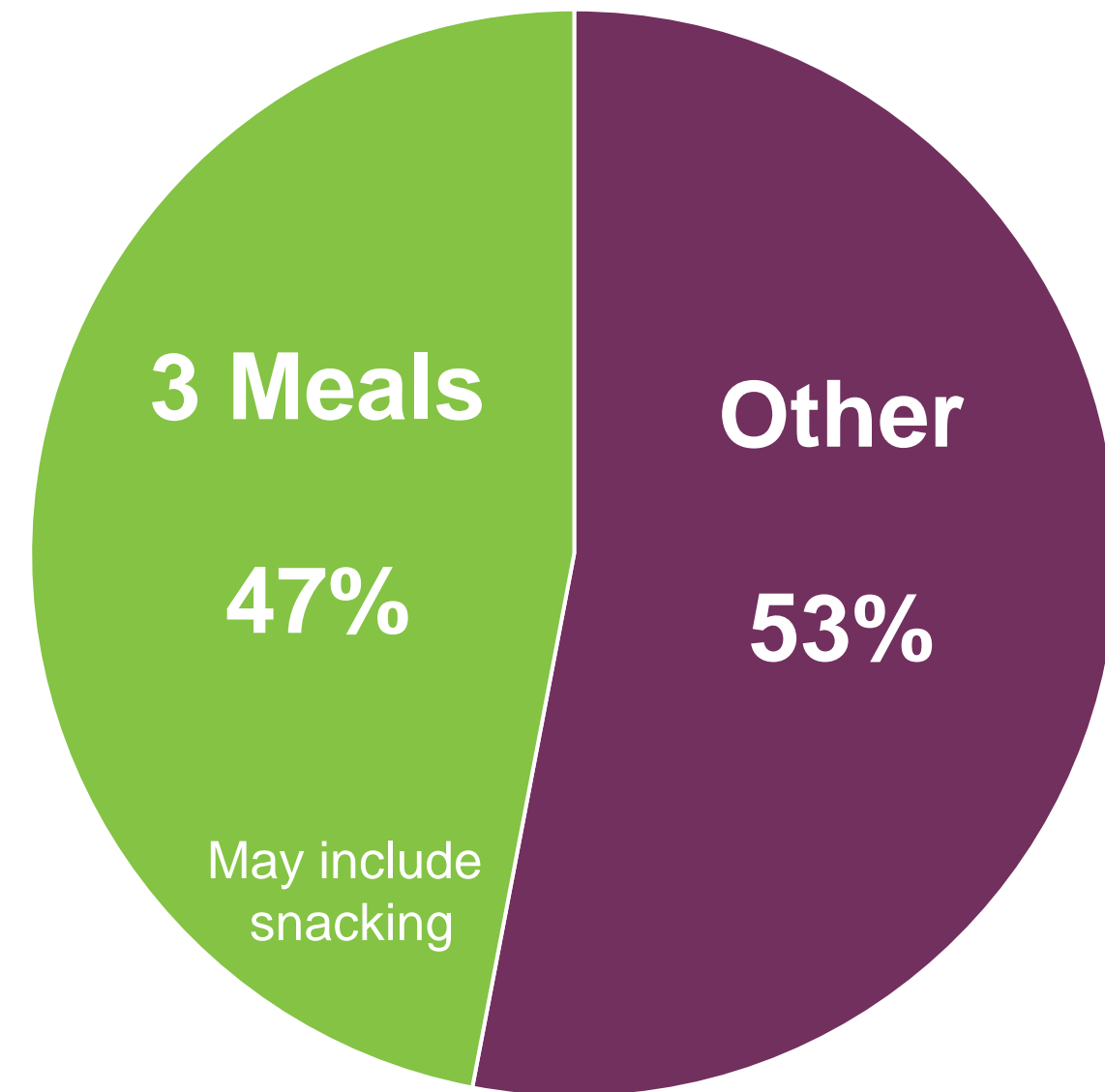


What's important when choosing food?



Thinking about what's most important to you when choosing food in general, how important are the following to you?

What are your eating habits?



Which of the following best describes your eating habits throughout the day regarding meals, snacks, etc.?

Do you follow any dietary plans?

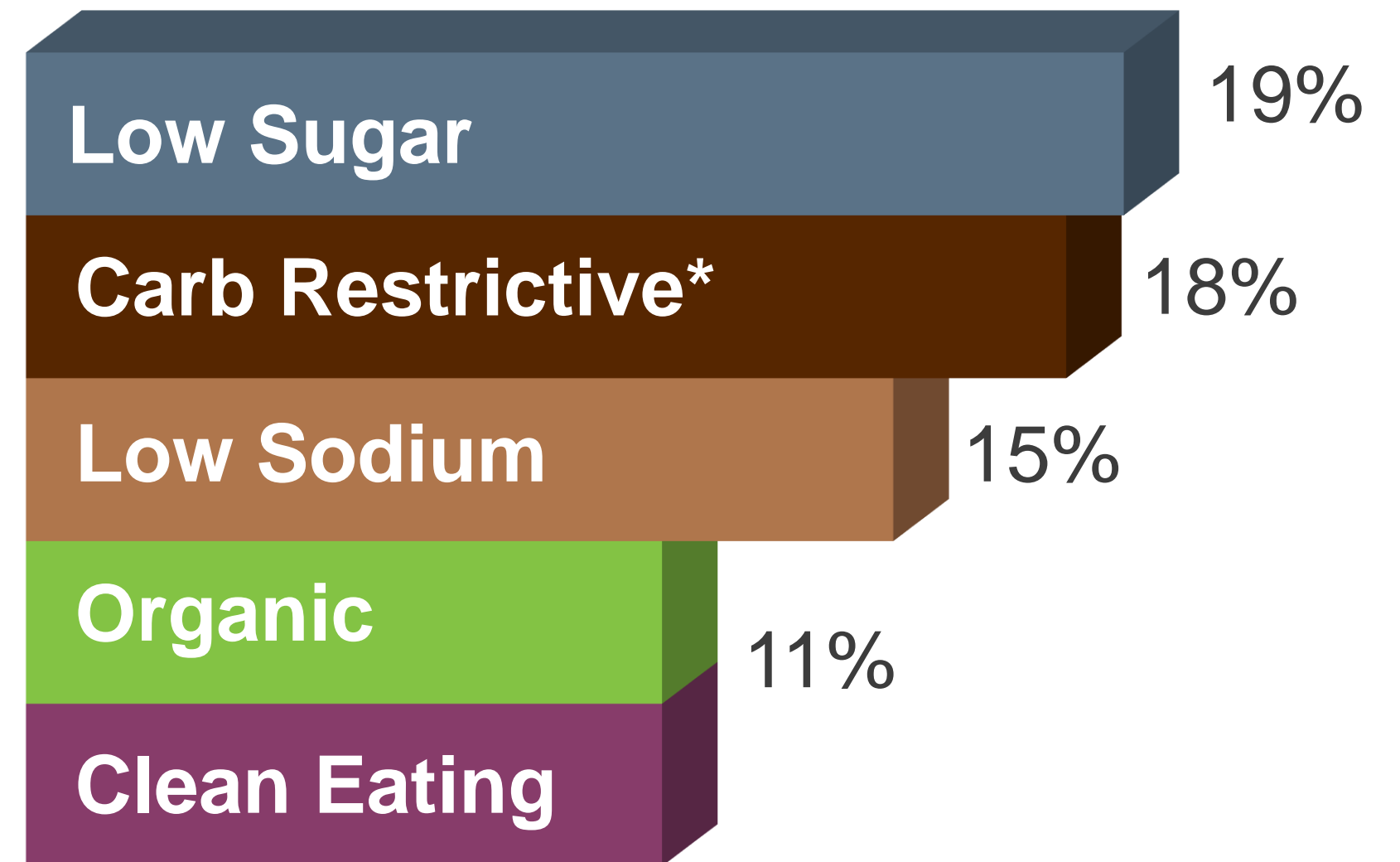


50%

Of households
adhere to some dietary
guideline.

Do you or anyone in your household follow any of the dietary plans listed?.

Do you follow any dietary plans?



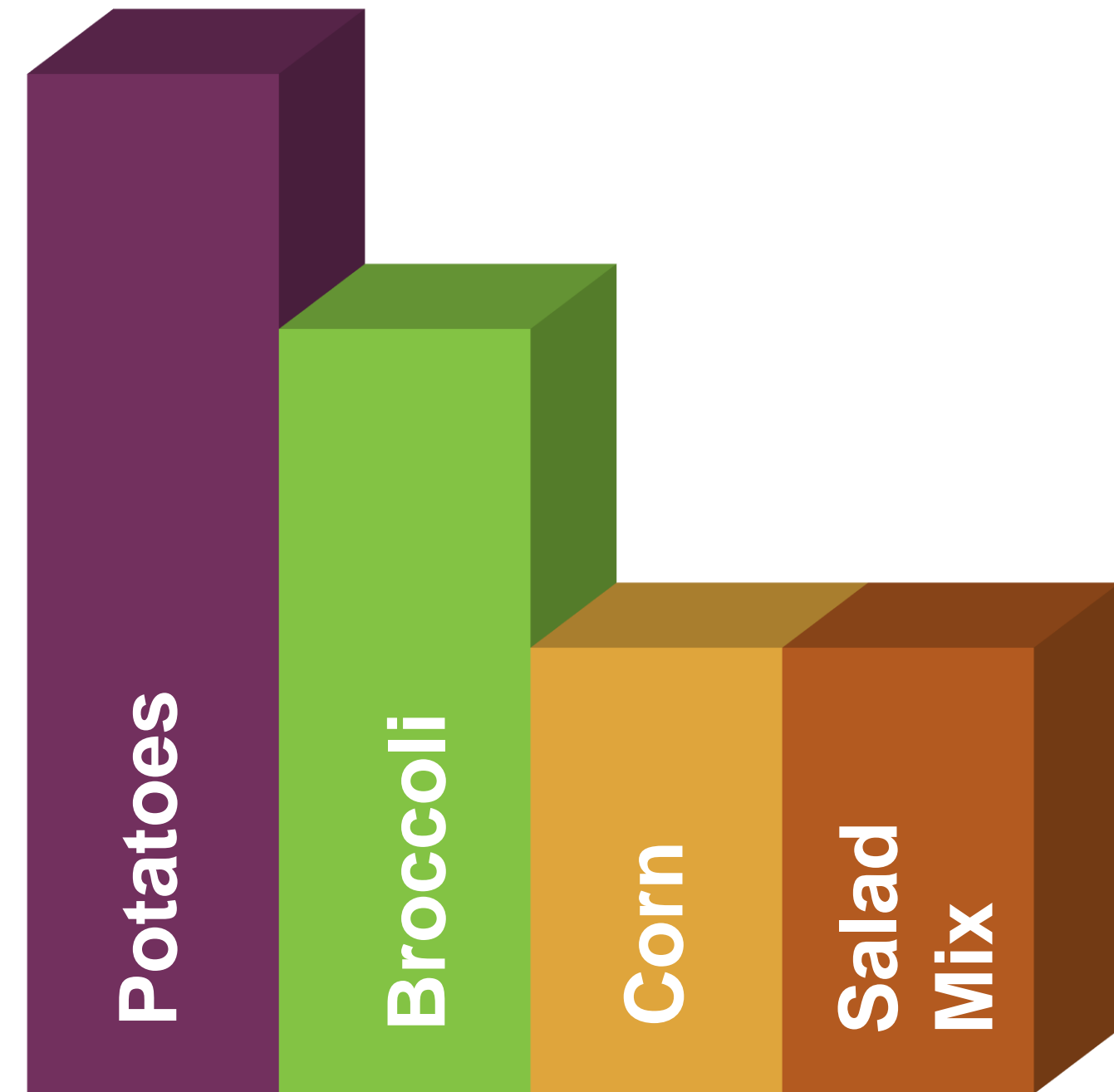
* Carb restrictive includes: Low carbohydrate, Keto, Atkins

Do you or anyone in your household follow any of the dietary plans listed?.

POTATOES

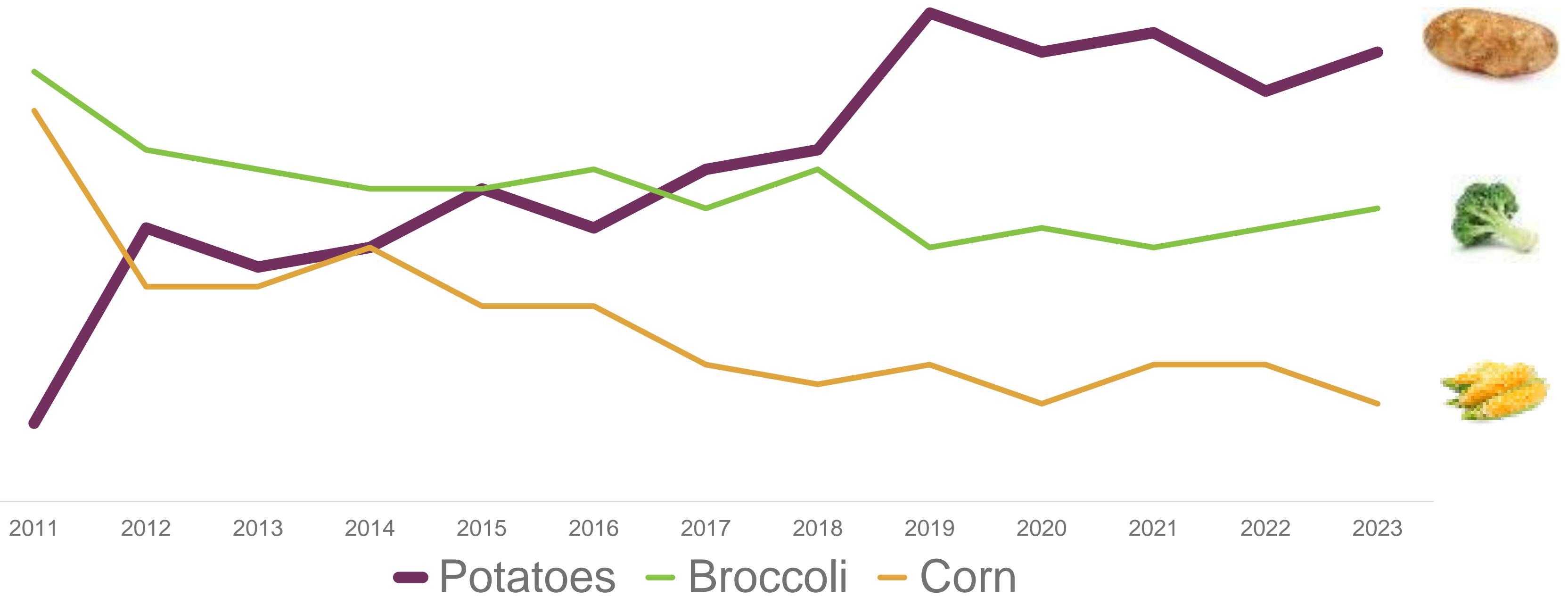


What is your favorite vegetable?



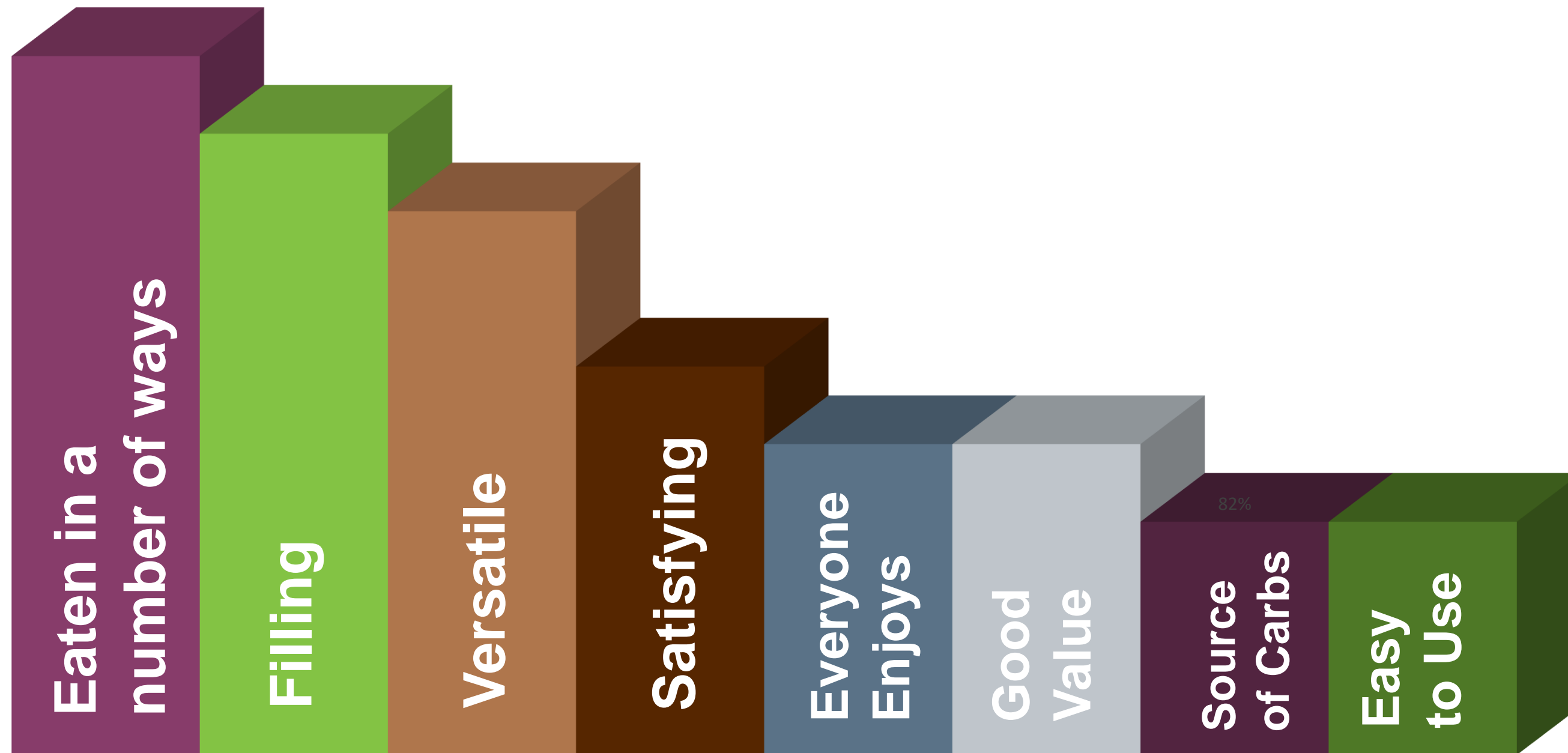
Please consider the list of specific vegetables below and indicate which one is your favorite

What is your favorite vegetable?



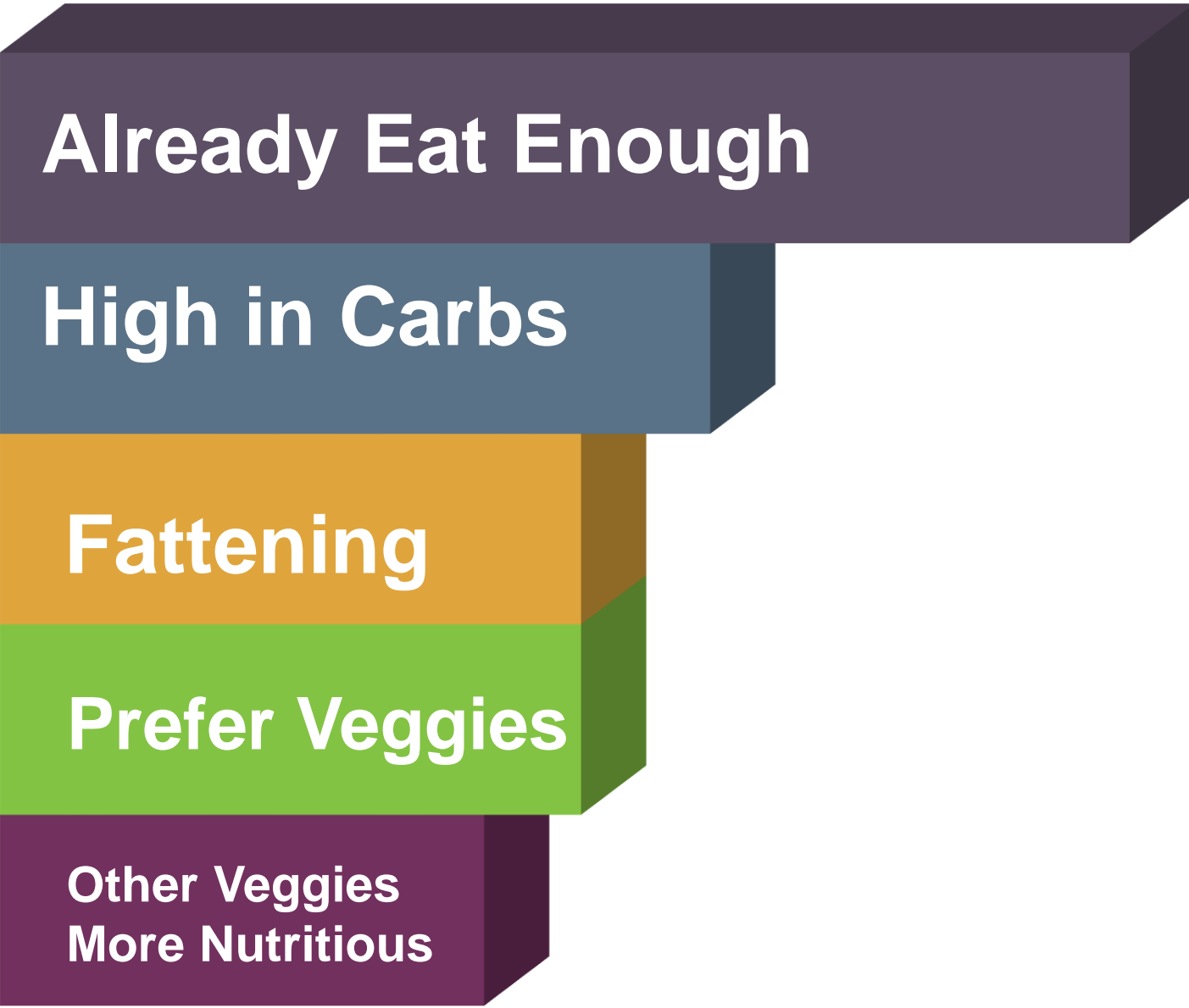
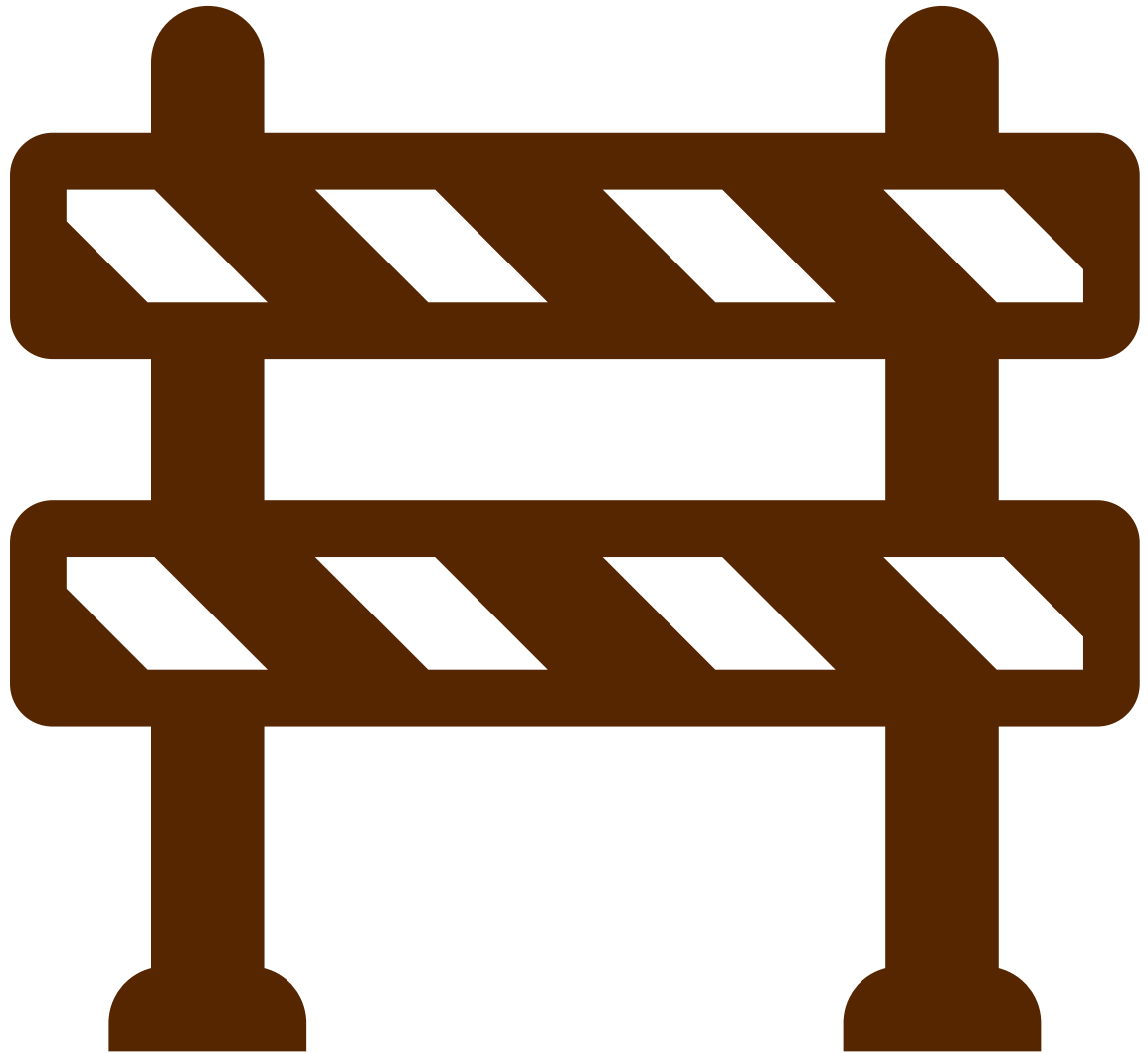
Please consider the list of specific vegetables below and indicate which one is your favorite

How well do potatoes deliver these attributes?



How would you rate potatoes in terms of how well they deliver against the following attributes?

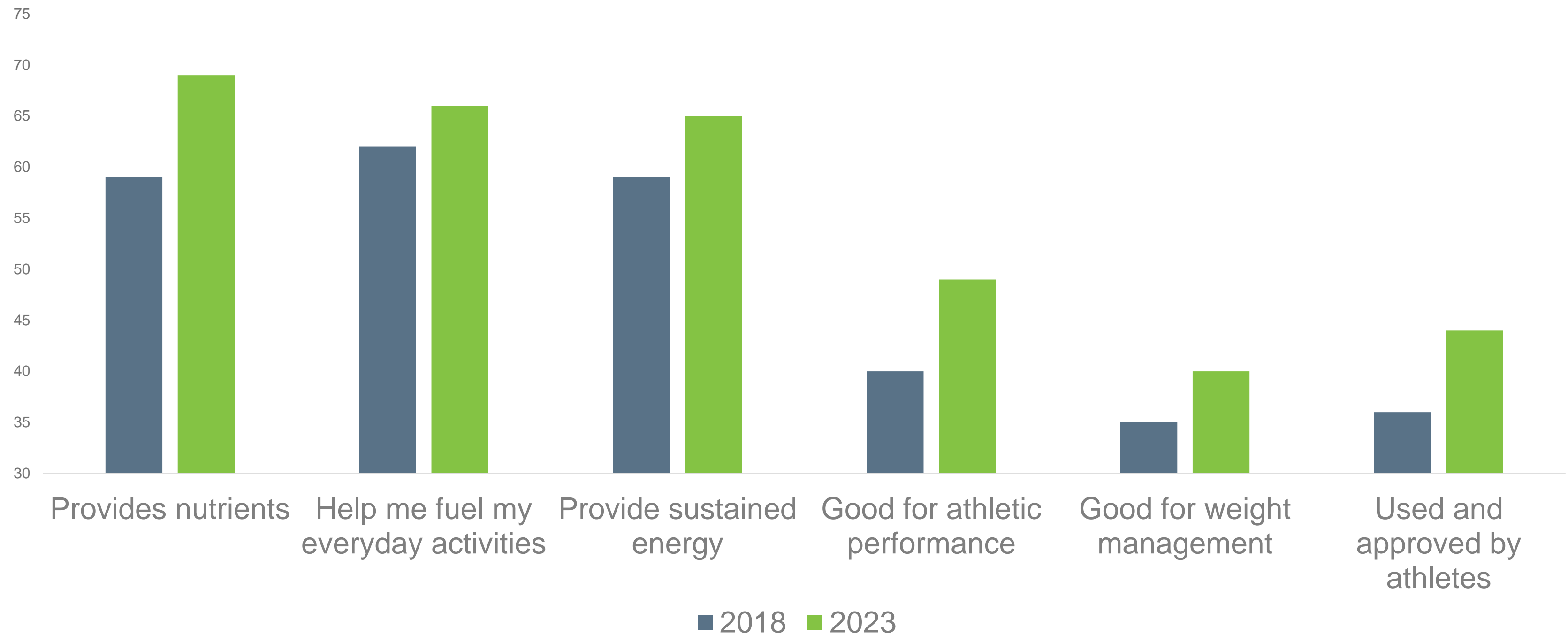
Why don't you eat more potatoes?



Which of the following, if any, are reasons you don't eat potatoes more frequently?

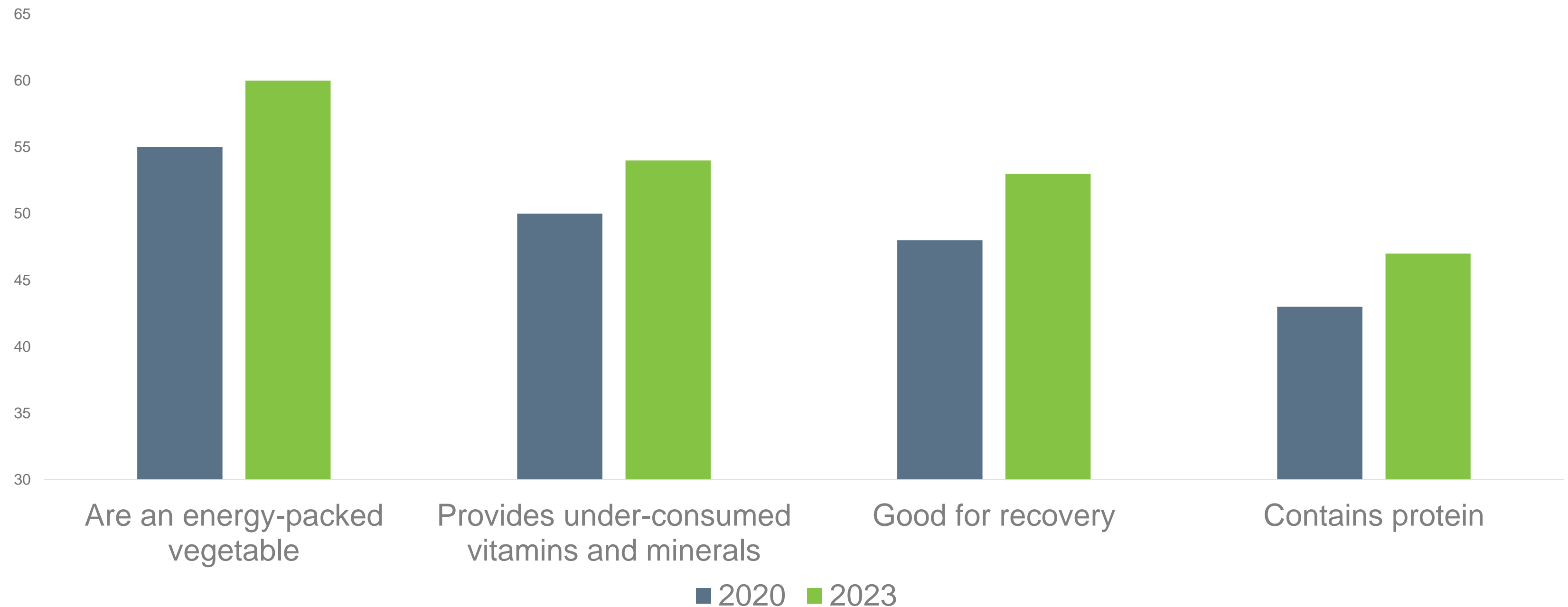
Consumer Beliefs are *Changing*

Significant growth in key beliefs about potato nutrition since 2018



Consumer Beliefs are *Changing*

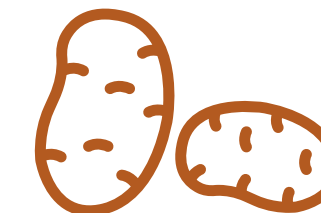
Significant increases in beliefs about potato nutrition since 2020





RETAIL SHOPPER INSIGHTS





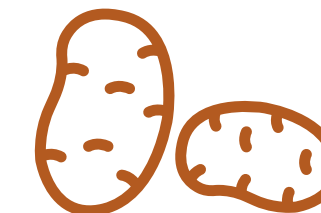
The Potato Shopper Profile

Fresh Shopper

- 31% of volume retail sales
- 53% Female / 47% Male
- Most are Millennials and Boomers
- About one-third have children
- One in four have a college degree
- 8% Purchase Online / 92% In-Store

Frozen Shopper

- 17% of volume retail sales
- 53% Female / 47% Male
- 43% are Millennials
- Almost half have children
- 69% are from urban/suburban regions
- 10% Purchase Online / 90% In-Store



The Potato Purchasing Decisions

Fresh Shopper

- Distinct beliefs toward potato types
- Over 90% know they are buying potatoes before they go shopping
- 80% know what type they want to buy
- Prefer to examine before buying
- Pre-shop touchpoints have the highest impact on in-store purchases (ex: online recipes)

Frozen Shopper

- 88% know they are buying potatoes before they go shopping
- 82% knew what type they wanted when they got to the store
- Online price comparisons and retailer websites drive frozen purchasing decisions
- Pre-shop touchpoints have the highest impact on in-store purchases (ex: online recipes)

GENERATIONAL INSIGHTS



Differences in the Generations

Boomers

Adults 59-77

Millennials

Adults 27-42

Gen Z

Adults 18-26

Boomers

Adults 59-77

- 1/3 Retired
- Median household income \$77,000
- 80% are parents (About 1% have children at home)
- 83% White

Millennials

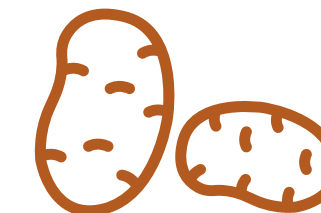
Adults 27-42

- Almost 80% are employed
- Median household income \$89,000
- About half are married
- 56% have children at home
- 68% White

Gen Z

Adults 18-26

- About 2/3 are employed
- Median household income \$67,000
- About 10% are married and/or have children
- About 1/3 are students
- Most diverse demographic



Boomers

Adults 59-77

Millennials

Adults 27-42

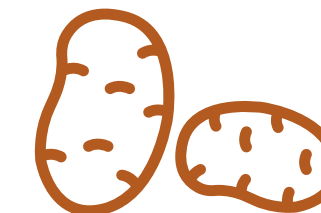
Gen Z

Adults 18-26

**Avg 11.4 Potato
Purchases Per Year**

**Avg 8.3 Potato
Purchases Per Year**

**Avg 6.6 Potato
Purchases Per Year**



Boomers

Adults 59-77

Avg 11.4 Potato Purchases Per Year

- Purchase the most potatoes: dollars, trips, and repeat purchases
- Tend to have smaller basket sizes overall than other demographics

Millennials

Adults 27-42

Avg 8.3 Potato Purchases Per Year

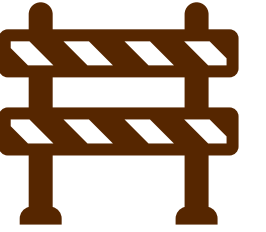
- Purchase fewer potatoes, less often than Boomers
- Have the largest basket sizes at retail due to larger household sizes

Gen Z

Adults 18-26

Avg 6.6 Potato Purchases Per Year

- Lowest amount of potato purchases per year
- Spend a larger portion of their grocery budget on fresh produce than other demographics



Boomers

Adults 59-77

1. Already eat enough
2. High in carbs
3. Fattening
4. Prefer other vegetables
5. Other vegetables are more nutritious

Millennials

Adults 27-42

1. Already eat enough
2. Fattening
3. High in Carbs
4. Prefer other vegetables
5. **Makes me feel full**

Gen Z

Adults 18-26

1. Already eat enough
2. **Makes me feel full**
3. Fattening
4. High in carbs
5. **High in calories**

Which of the following, if any, are reasons you don't eat potatoes more frequently?

CONSUMERS INSIGHTS

- How they eat and make food choices
- What they believe about food and potatoes
- How they shop
- How life stages impact their purchases





RESOURCES

PotatoesUSA.com

PotatoGoodness.com



THANK YOU

Kim Breshears

Kim @ PotatoesUSA.com