

HOW THESE FACTS CHANGED THE POTATO WORLD IN 2020



POTATO ADS WERE DOWN

Even though the amount of advertising was down, due to unprecedented sales, retail advertising proves to be effective.

40%

67% OF COLLEGE STUDENTS ARE CURRENTLY LIVING AT HOME

More family members are now living under one roof.

67%

2 MILLION NEW BUYERS HAVE BEEN ADDED TO THE POTATO CATEGORY

Even before the pandemic, potatoes were already the most purchased item in the produce department.

2 MILLION NEW BUYERS

10 LB BAG SALES ARE UP!

Sales of one of our most popular bags are up 30%!



30%

SALES ARE UP DOUBLE DIGITS SINCE THE START OF COVID-19

Grocery Comps will be hard to achieve. Growth started the third week of February! Don't worry the IPC has programs to help.

DOUBLE DIGITS

81% OF MEALS ARE NOW BEING COOKED AT HOME

Potatoes are one of the most popular staples for consumers.

81%

POTATO SHOPPERS ARE SPENDING MORE DOLLARS THAN EVER

Potato buyers are spending an average of \$85 per trip.

17% MORE \$\$

WE'RE POSITIVELY LOOKING FORWARD TO 2021!

The Idaho Potato Commission has assets, recipes, data, and insights to help drive your sales. Reach out to your retail promotion director for more information.