

potatoes

ALWAYS A CONSUMER FAVORITE, potatoes were the No. 2 most-purchased item in the *Fresh Trends 2021* survey (second only to bananas), and the No. 1 vegetable that consumers purchased. This marks the fourth consecutive year that the tubers ranked as the top vegetable.

Versatility is the name of the game with potatoes. While more than a third of shoppers (35%) said they used spuds as a stand-alone main course, their primary role is as a side dish. More than seven in 10 consumers incorporated potatoes into their meals in this way over the past year. Meanwhile, more than half (54%) noted the tubers' use as an ingredient in a recipe.

Russets remain the top variety of choice, followed by reds and whites, a trend now in its fourth year. The yellow-fleshed yukons were the fourth most popular choice.

While affordable, potatoes are most popular with affluent consumers; in fact, seven in 10

consumers in the top income bracket purchased the vegetable in the past year. This group was among the most likely overall to buy potatoes.

The older the consumer, the more likely they are to buy potatoes. Shoppers age 18-29 were the least likely to buy potatoes overall, at 45%, and those age 60 and older were the most likely to buy overall, at 71%.

Families without kids at home were more likely to make a purchase than those with kids. The likelihood of a potato purchase increased according to the number of children in the household. Hispanics were more likely to buy potatoes than those from other ethnic or racial backgrounds, while African Americans were least likely to buy.

Potatoes were the No. 1 item that shoppers bought as conventionally grown, with three-fourths of consumers noting a traditional purchase. 🌱



63%
of customers
purchased potatoes
within the past 12
months

Ways consumers use potatoes

As a side dish 71%

As an ingredient in a recipe	54%
As a main dish	35%
As an appetizer	18%
As a salad	17%
As a snack	13%

Varieties consumers prefer to purchase

Russet	53%
Red.....	38%
White.....	34%
Yukon.....	29%
Fingerling	15%
Purple	10%
No preference	18%

Likelihood of purchase based on ethnicity

White/Caucasian	64%
Black/African American	50%
Hispanic	69%
Asian	63%
Other	59%

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DATA**

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