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Sweet potato sales review

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It was a sweet year for retailers selling sweet potatoes as dollar sales were up 5.5 percent for the 52-week period ended March 22, according to IRI, a Chicago-based market research firm.

The red/orangy red flesh variety paced the category with 31.3 percent of category sales, followed closely by the white variety, which accounted for 27.1 percent of the category. The top five was rounded out by “other” varieties (23 percent), the golden variety (16.9 percent) and the boniato/batata variety (1.4 percent).

Translated into dollars, red/orangy flesh topped \$187 million, white topped \$162 million, “other” reached \$138 million and golden was a little more than \$101 million. Overall, the category approached the \$600 million mark, with \$520.6 million in conventional sales and \$77.2 million in organic sales.

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