

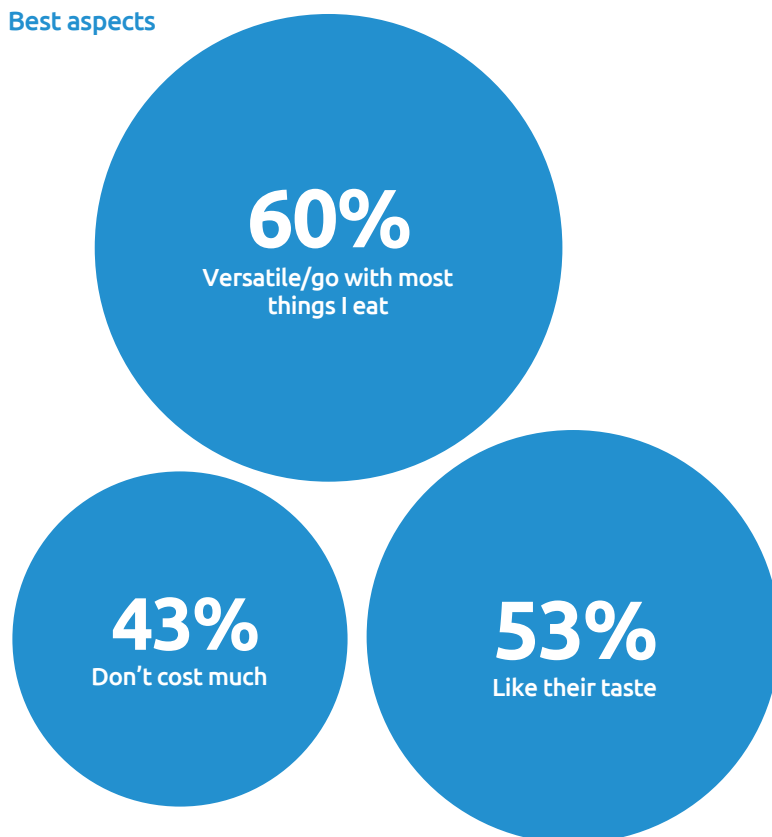
POTATOES - UNDERSTANDING THE CONSUMER

Consumer views on potatoes

Off-putting aspects



Best aspects



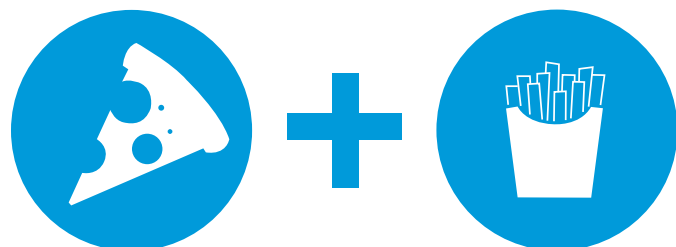
Food concerns



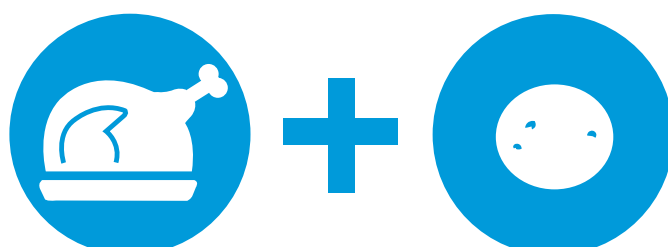
Source: AHDB/YouGov Aug-19

Most popular meals with potatoes

Pizza is the number one meal made with frozen potatoes



Roast dinner is the number one meal made with fresh potatoes



Source: Kantar Usage Sep-19

For more information go to potatodatacentre.ahdb.org.uk