

In June 2024, the Consumption Observatory launched its second study **on potato consumption in French-speaking Belgium**.

Building on the 2022 study, it aims not only to update the previous results but also to delve deeper into certain aspects.

It provides a more accurate picture of the potato consumption habits and knowledge of French-speaking Belgians.

METHODOLOGY

**1,000**  
French-speaking Belgians  
aged 18 to 64  
3.1% margin of error  
Results from June 2024



What percentage of French-speaking Belgians **eat potatoes at least once a week?**

**81.1%**

In what form do they eat them?

- 60%** Peeled
- 48%** Fries
- 26%** Mashed
- 26%** Crisps
- 25%** Skin-on

Base: Total (N=1,000)

How do French-speaking Belgians **eat potatoes?**



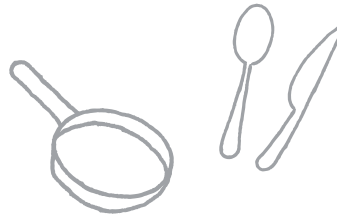
**76%**  
Boiled

**70%**  
Mashed  
Stoemp

**65%**  
Browned

**61%**  
Deep  
fried

**60%**  
Baked



Base: Potato consumers (N=996)

What percentage of French-speaking Belgians **eat Walloon potatoes?**

**47%**

Eat them

**6%**

Do not  
eat them

**33%**

Cannot identify  
origin

**14%**

Not interested in  
origin

**100%  
Walloon**

**72%** of French-speaking Belgians  
say they will pay more attention  
to the origin of the potatoes they eat

**20%** of French-speaking Belgians  
say their consumption of Walloon potatoes  
will increase in the future

**3%** say it will decrease



Source: Potato consumers (N=996)

Volumes **purchased per capita**  
in kg in 2023

Source: GfK Belgium, comparison with 2016 data

In Belgium

**26kg**

(-9.4% compared with  
2016)

In Wallonia

**24.5kg**

(-10.9%)

In Brussels

**21.9kg**

(-0.7%)



More information



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What are the most frequently mentioned places for buying potatoes and potato products?



Base: Potato consumers (N=996)

Among French-speaking Belgians...

68%

Eat fries outdoors at least once a month

56%

Eat fries in a local fry shop at least once a month

63%

Have a positive or very positive image of local fry shops



Base: Total (N=1,000)

Focus on new potatoes

46% of French-speaking Belgians

claim to know the concept of "new" potatoes

68% think that they come from Belgium

What is the definition of "new" potatoes?

"Freshly harvested potatoes, marketed early in the season. They are harvested before they are fully ripe."

\*Source: pommesdeterrelocale.be

Bases: Total (N=1,000) and familiar with the concept of new potatoes (N=457)



What are the most frequently cited purchasing criteria?



34% Flesh type

32% Promotions

30% Appearance/freshness

30% Variety



Base: Potato consumers (N=996)

Importance of specific purchasing criteria

Very important Quite important Not very important

Sustainability



Local character



Organic certification or quality label



Base: Potato consumers (N=996)

Potatoes' main qualities

They are good, they taste good

67% Agree 6% Do not agree

They align with the idea of healthy, balanced nutrition

60% Agree 9% Do not agree

They offer a natural source of vitamins and nutrients

57% Agree 7% Do not agree

Cooking them adds a lot of diversity to dishes

53% Agree 10% Do not agree

They do not take long to prepare

53% Agree 17% Do not agree

Base: Total (N=1,000)

Image of potato cultivation

The production and processing of potatoes is an important economic sector in Wallonia

52% Agree 7% Do not agree

Walloon potato producers respect crop rotation

49% Agree 7% Do not agree

Walloon potato growers choose more sustainable varieties

45% Agree 8% Do not agree

Phytosanitary regulations are enforced by Walloon potato producers

39% Agree 10% Do not agree

Base: Total (N=1,000)