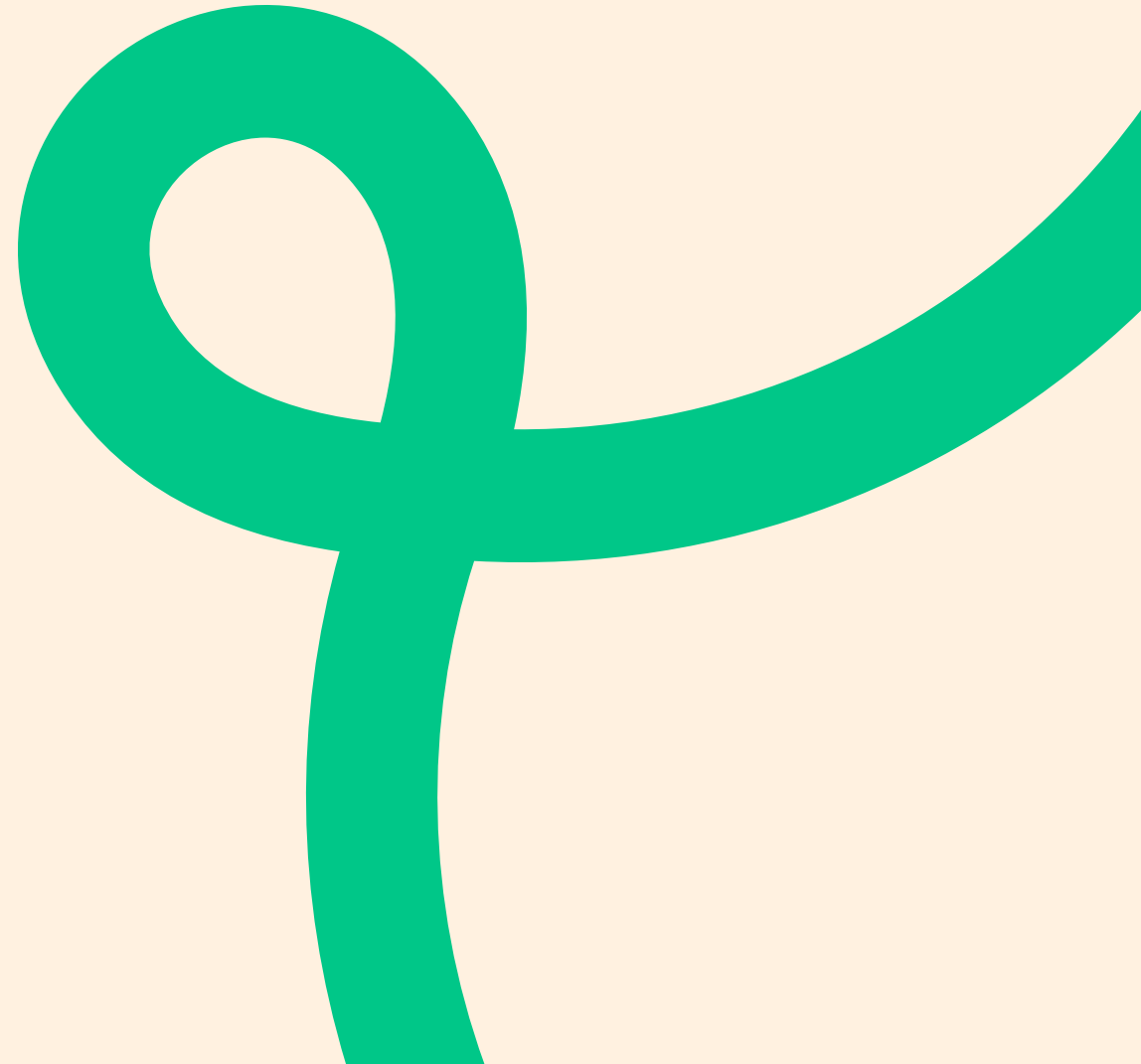


Advantage Outlook

# Thanksgiving Buying Trends

September 25, 2024

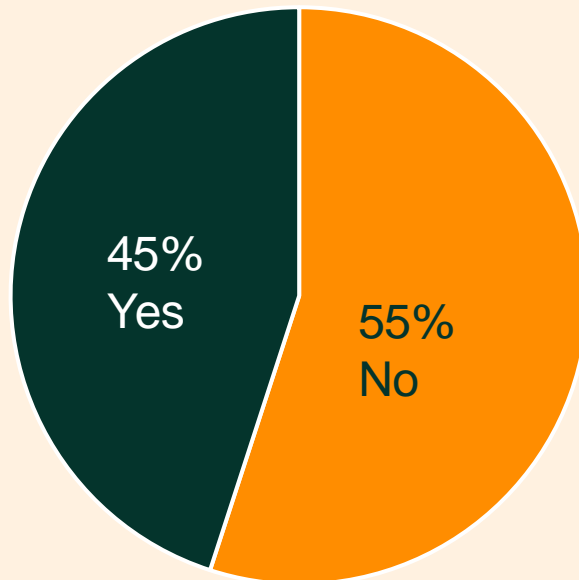
Custom Study



# INFLATION CONCERNS

Nearly **half of all shoppers** expect inflation to affect their Thanksgiving spending, while a whopping **64% of shoppers aged 50–64** say they will be affected.

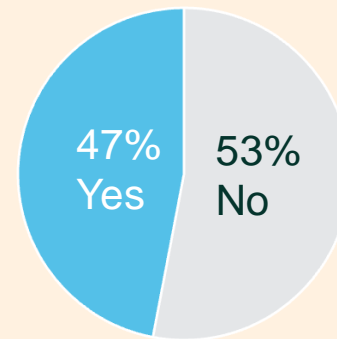
*“Is inflation impacting how much you plan to spend on Thanksgiving food this year?”*



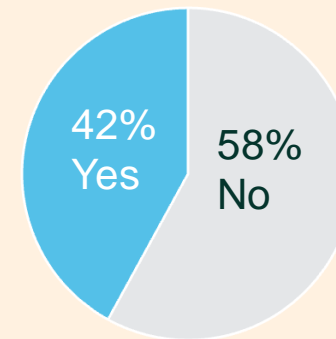
TOTAL SHOPPERS

N = 1030

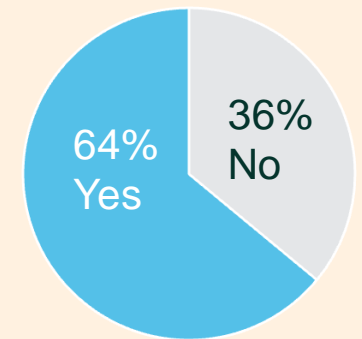
Concern by age group:



25–34



35–49

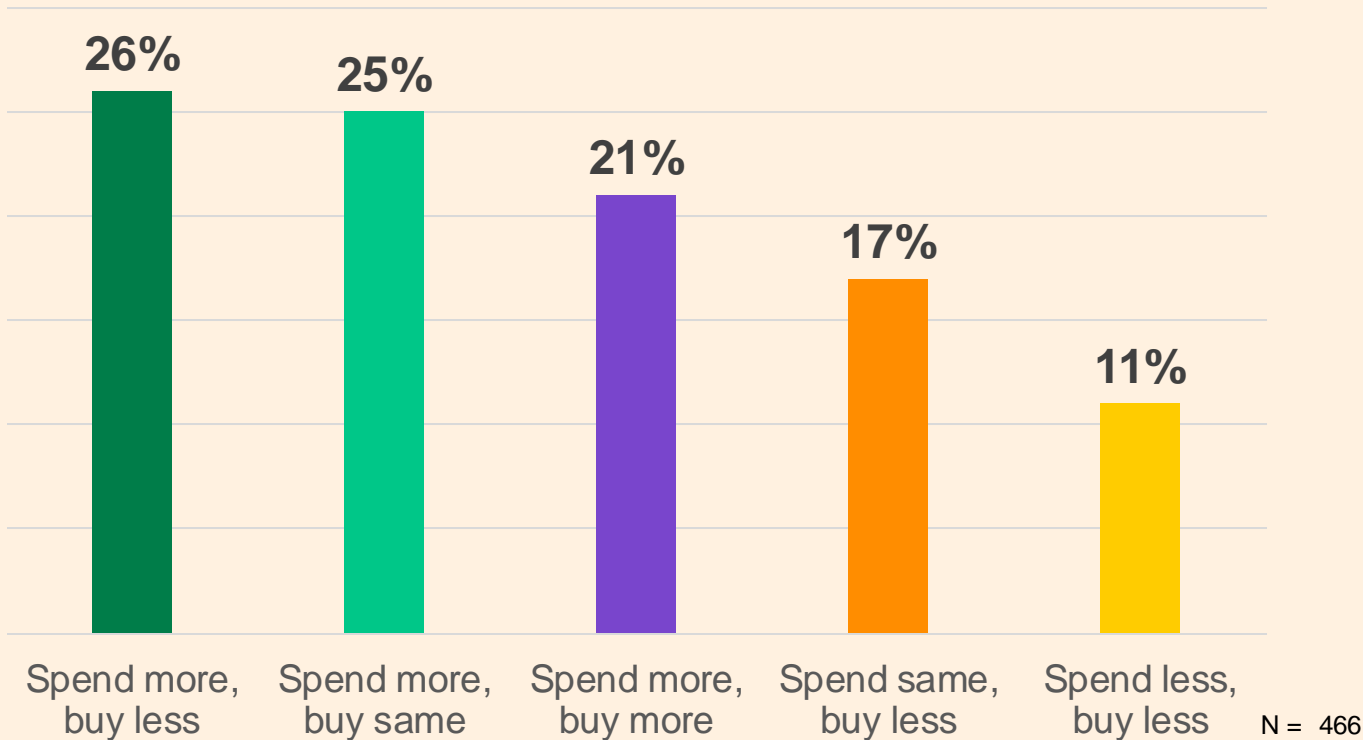


50–64

# INFLATION IMPACTS

About three-quarters of respondents say they're planning to **spend more** this year due to inflation, while more than 50% say they will be **buying less**.

*"How is inflation impacting how much you plan to spend on Thanksgiving food this year?"*



**59%**  
of hosts are considering buying Thanksgiving items in bulk and splitting with friends and neighbors to save on costs

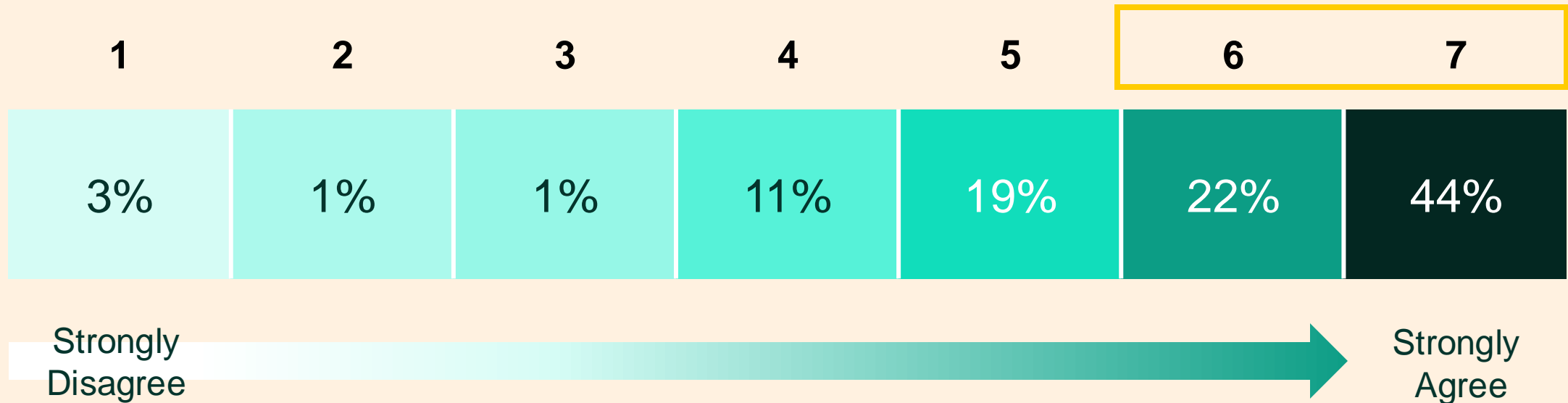
N = 1000

# RETAILER PROMOS

Retailer promotions and sales will **be pivotal in driving** our hosts to shop for Thanksgiving essentials this year.



*“A retailer’s sales/promotions on Thanksgiving staples will influence where I shop for them.”*

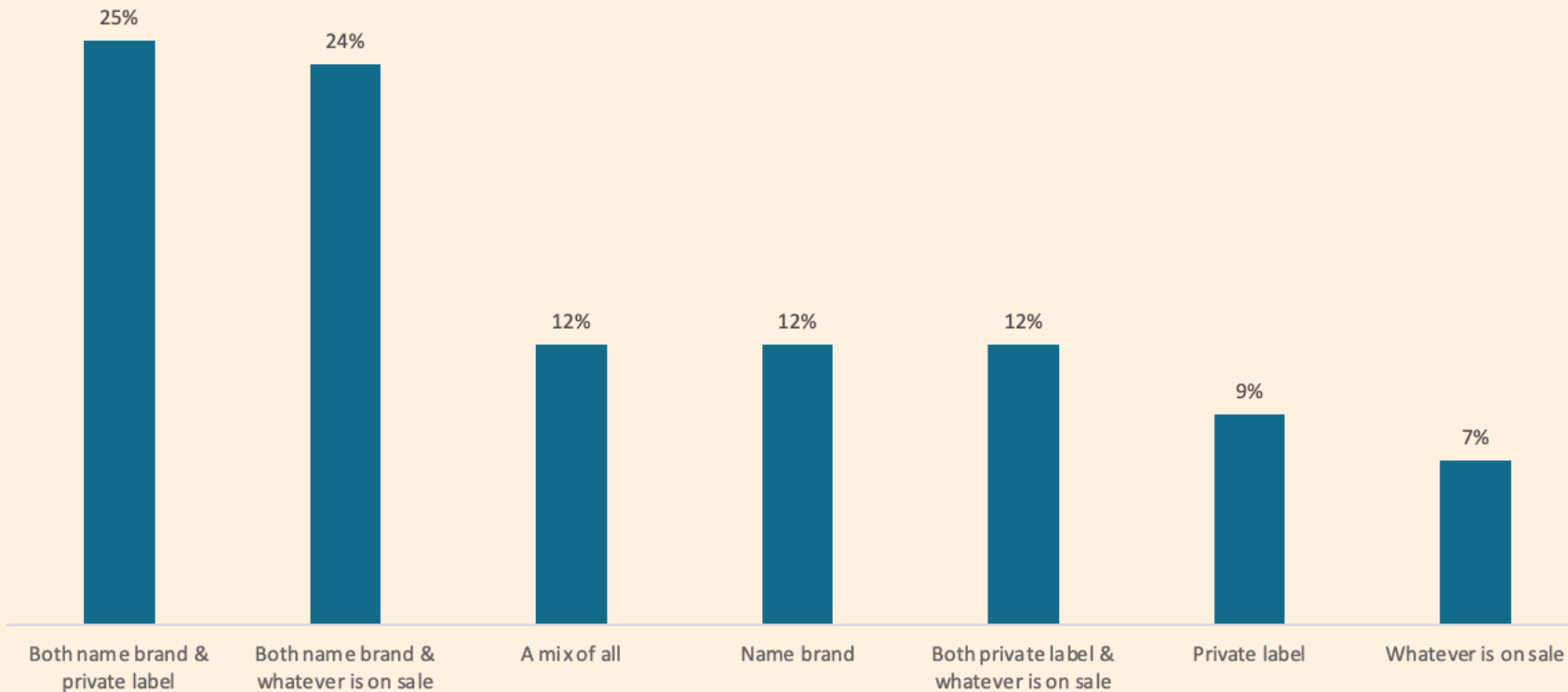


N = 1029

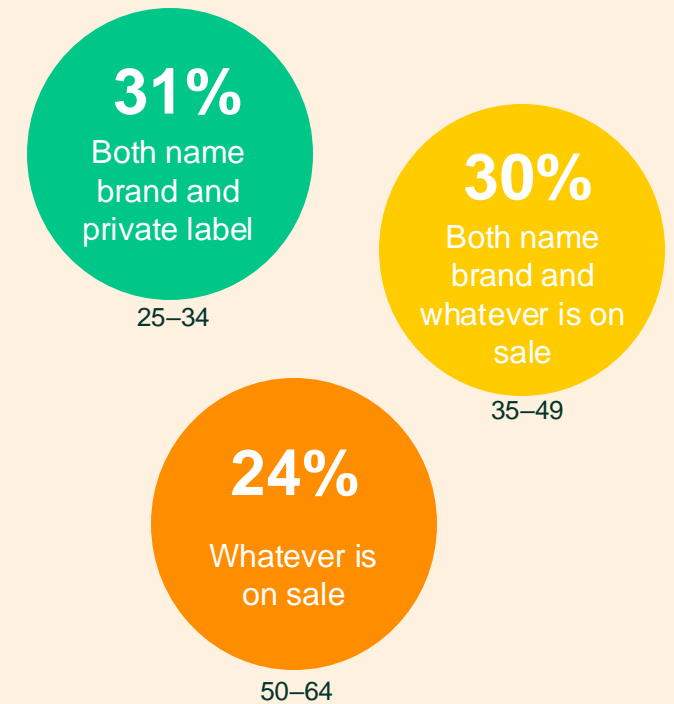
# PRODUCT PREFERENCES

Nearly two-thirds of hosts plan to purchase **name brands**, highlighting their importance even among price-conscious consumers.

*“In thinking about your Thanksgiving shopping needs, are you planning to buy...”*



Most common by age group:

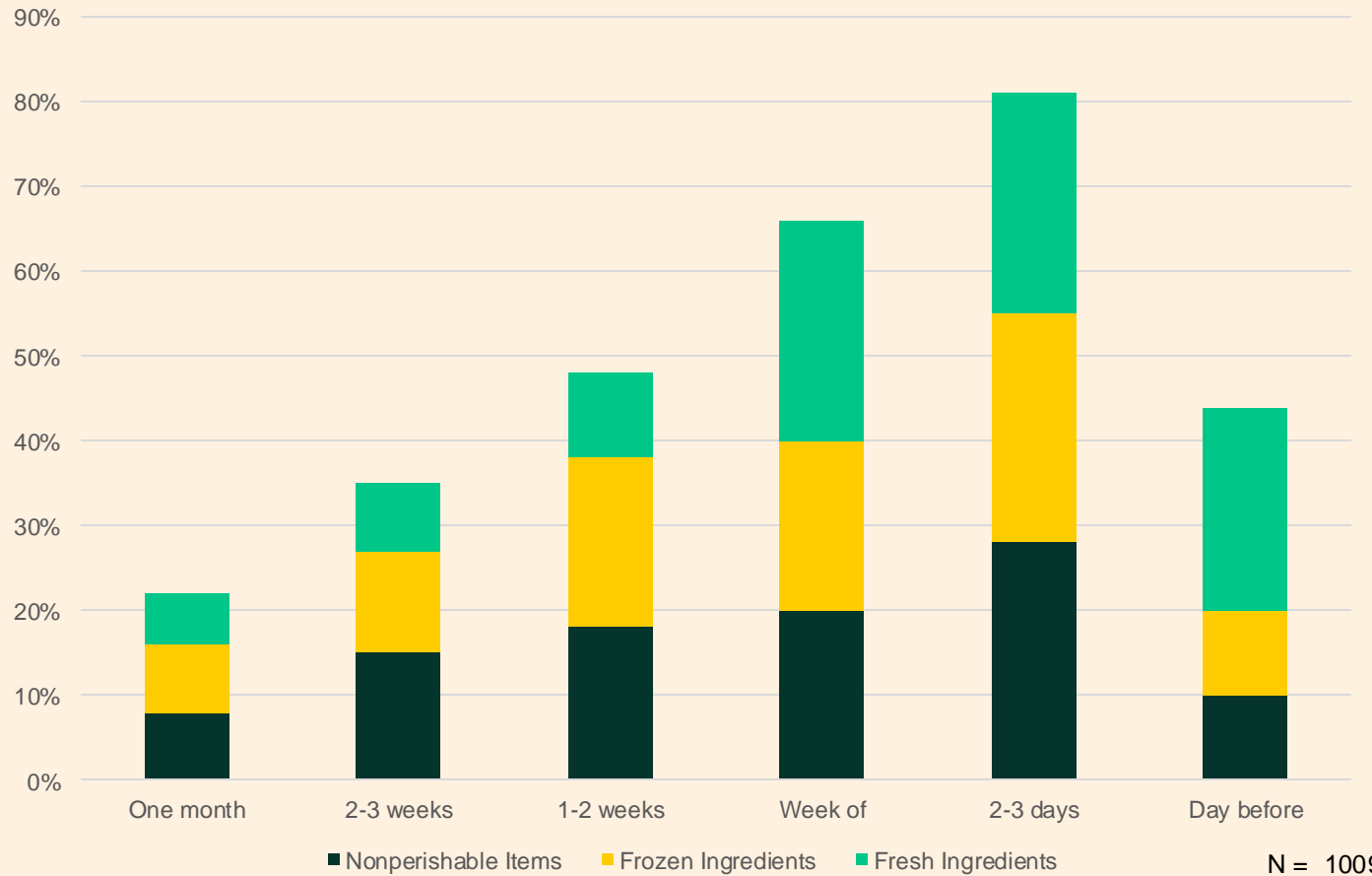


N = 1026



# SHOPPING TIMES

*“How early do you typically start shopping for Thanksgiving dinner?”*



N = 1009

The sweet spot for our host shoppers is **2–3 days before Thanksgiving.**

# Spending Plans

Thanksgiving shoppers plan to prioritize value, convenience, and accessibility, with a focus on sticking to budgets this year.



**72%**

plan to spend the same or slightly more than last year on hosting Thanksgiving



**89%**

of hosts buy frozen or canned produce to prep for Thanksgiving dinner



**44%**

plan to go to the grocery store 2 times specifically for food preparation (while 41% plan to go 3 or more times)



**86%**

of hosts plan to shop at Mass Stores (Walmart, Target) for their Thanksgiving needs



# Hosting at a Glance

Our Thanksgiving hosts plan to prioritize the food experience without having to worry too much about their guests' dietary restrictions.



**65%**

say food is their favorite part of Thanksgiving (while only 8% say hosting is their favorite part)



**37%**

plan to spend more than \$300 on Thanksgiving food this year



**62%**

plan to host 8 or more guests this year



**76%**

plan to serve items that they will have cooked from scratch



**66%**

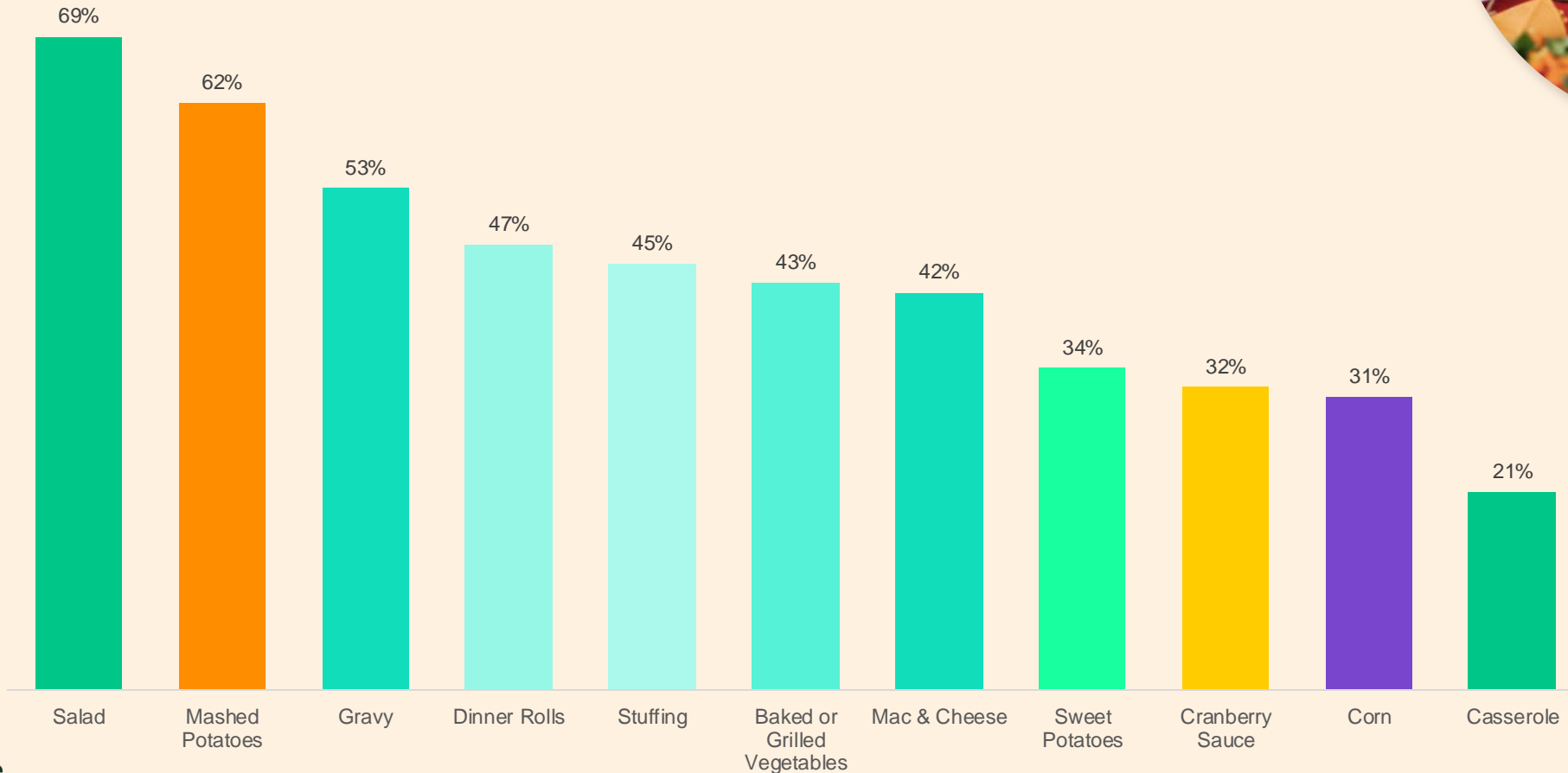
of hosts will not have to worry about accommodating dietary restrictions



# SIDES

Despite Thanksgiving's traditional association with hearty comfort foods, a surprising 69% of respondents **prioritize salad as a must-have**, reflecting a shift toward lighter, health-conscious choices even during indulgent holiday meals.

*“What sides are must-haves for your Thanksgiving celebration?”*



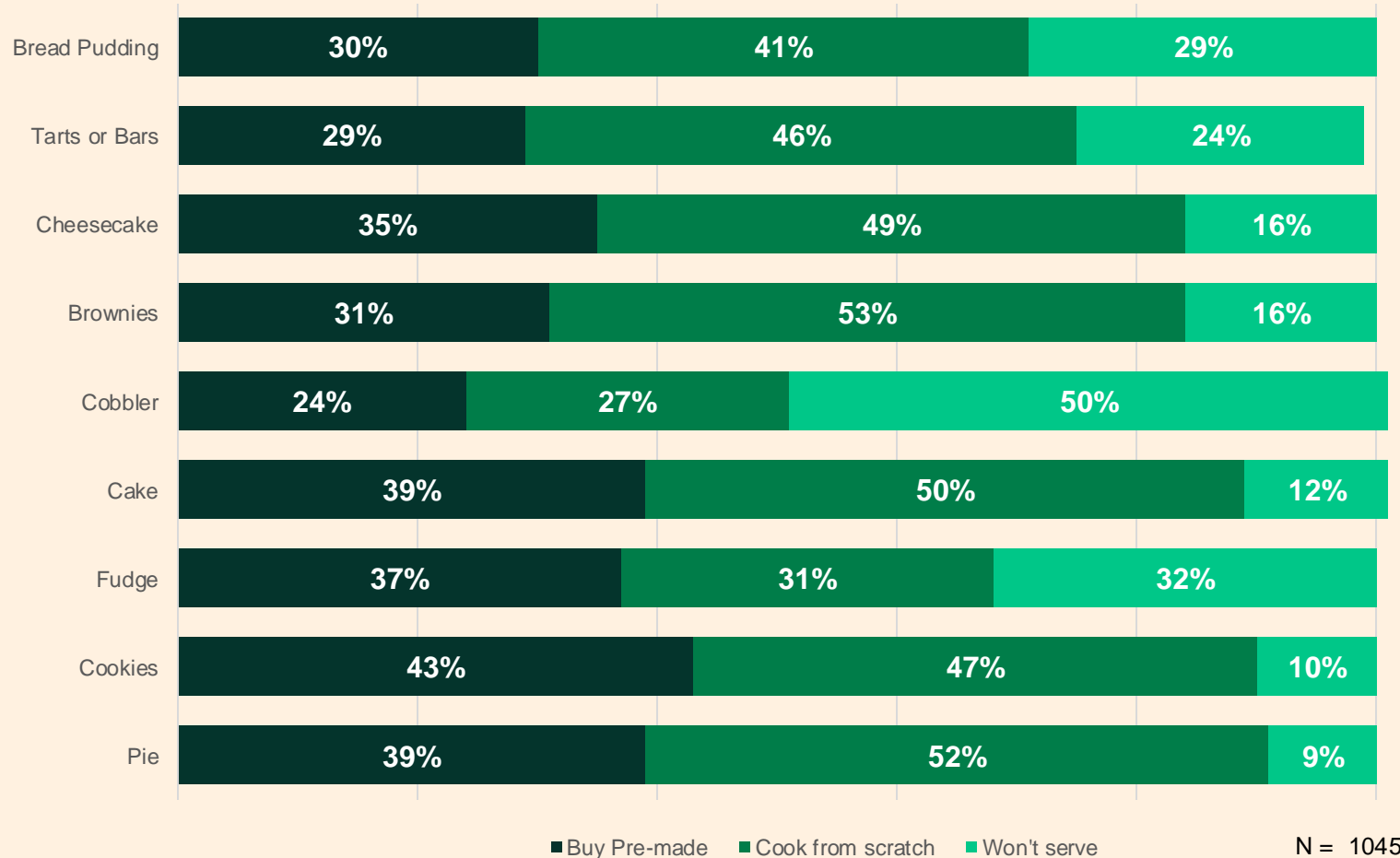
N = 1061



# DESSERTS

Whether store-bought or baked from scratch, traditional desserts like pie, cookies, and cake maintain strong appeal, with over 80% of hosts selecting them as their go-tos.

*“How do you plan on serving your Thanksgiving desserts?”*



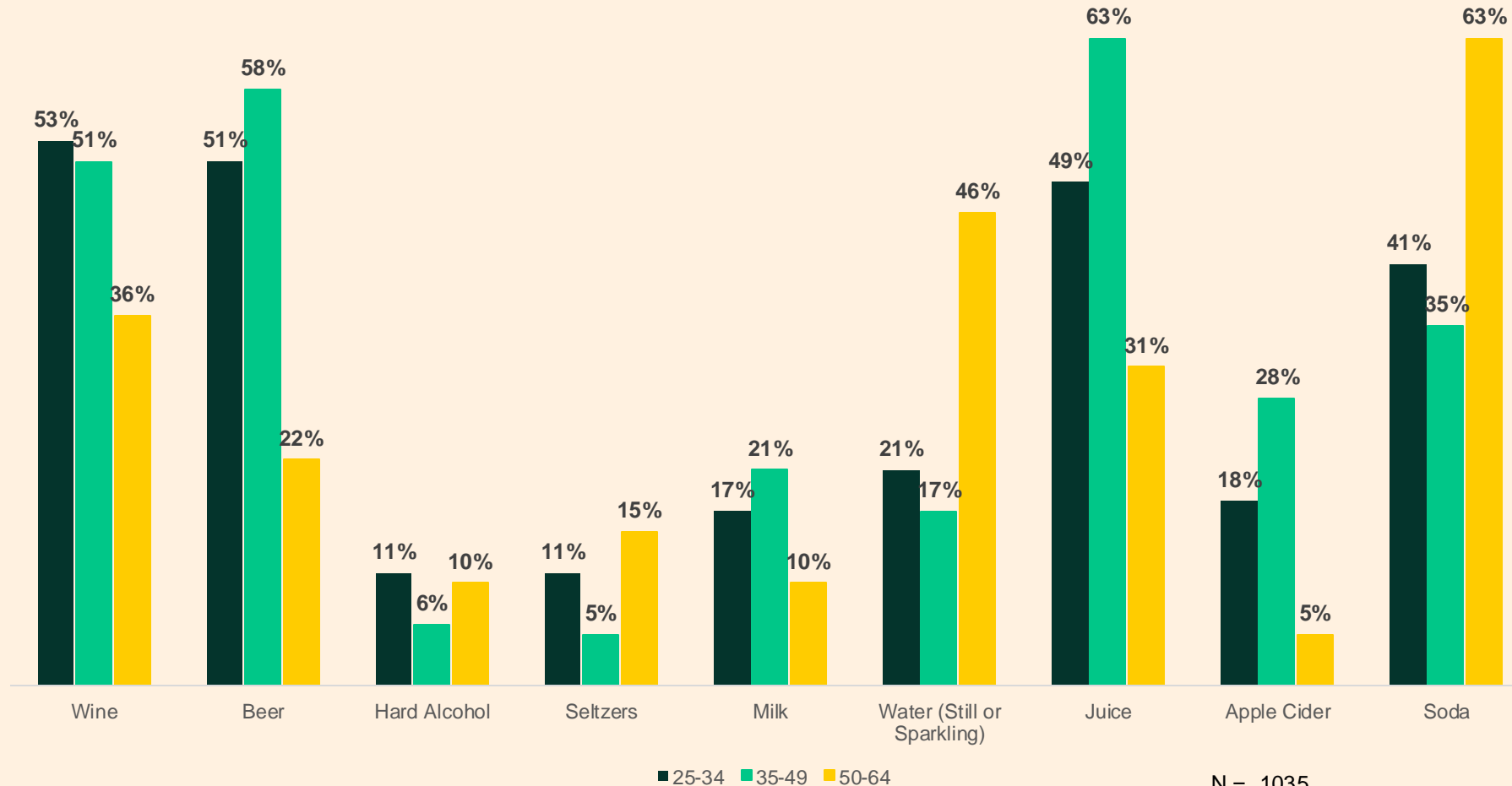
Pre-made dessert preferences by age group:



# DRINKS

Younger Thanksgiving hosts opt for craft-like beverages, such as beer and juice, while older generations stick to classic staples like soda and water, pointing to a generational divide in holiday drink preferences.

*“What beverages do you most often serve with your Thanksgiving meal?”*

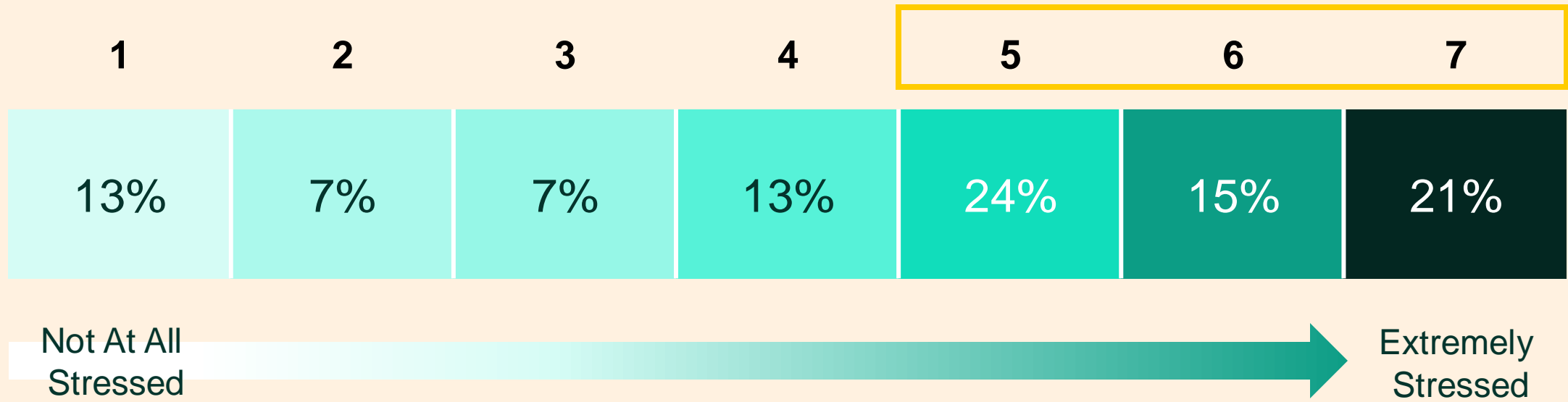


# STRESS LEVELS

The vast majority of hosts indicate **feeling extreme stress** leading up to Thanksgiving.

**25–34-year-old hosts report the highest level of stress of any age group**

*“When hosting Thanksgiving, what is your stress level the week of?”*



N = 1003



# Thank you

Advantage Solutions online survey of 1,104 U.S. shoppers who plan to host Thanksgiving this year, age 25–64, conducted September 25, 2024. Proprietary research.

