

# Thanksgiving

## BY THE NUMBERS

**88%**

**OF AMERICANS EAT TURKEY ON THANKSGIVING**

with **46 million** turkeys consumed.



**68%**

**SECRETLY DISLIKE THE CLASSICS**

but still eat them for **tradition**.



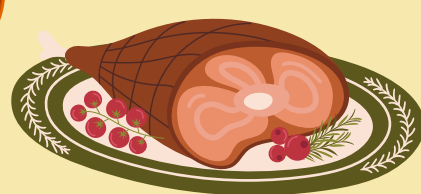
**\$50-\$60**

Is the current average **Thanksgiving Meal** cost.



**30% OF DINNERS NOW FEATURE ALTERNATIVES**

to the traditional turkey meal.



## A BUDGET FRIENDLY COMFORT CLASSIC

Mac & Cheese remains a budget friendly classic, with **inflation at 3-7% (lower than most items)** while shelf-stable options see just 1% inflation.



## A CLASSIC AMERICAN SIDE BEATS THE ALTERNATIVES

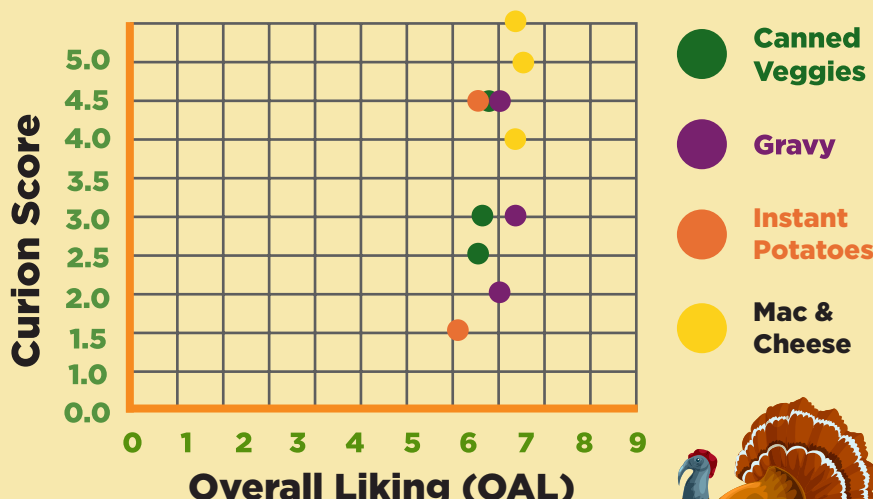
**Mac & Cheese outperforms** gravy, canned veggies, and instant potatoes, though they remain popular picks.

**Four standout items earned 4 stars**, excelling despite lower OAL scores, rivaling Mac & Cheese.

**OAL averages 7**, but the Curion Score offers clearer insights.

When it's not homemade, **consumers prefer refrigerated Mac & Cheese over frozen or shelf-stable options.**

Thanksgiving Sides Benchmark



**Curion Score found FIVE 5-star products**—4 of them are frozen! Think your Mac & Cheese is a winner? It just might be!



**CURION SCORE**  
Product Performance Measurement.

## THE GIFT THAT KEEPS ON GIVING: PIES & LEFTOVERS

**50 MILLION**

**Pumpkin pies are eaten** while Apple pie remains america's favorite.



### PREFERRED CHOICE

**32%**

**Pumpkin Pie**

**23%**

**Apple Pie**

**17%**

**Pecan Pie**

**80% LOVE LEFTOVERS**

Many Americans actually **enjoy Thanksgiving leftovers MORE than the meal itself.**

### HOW DO THEY EAT THEM?

**20%**

Turkey Sandwiches

**60%**

Make Soup

**15%**

Create Casserole

