

Butterball Togetherness Report

2024 Thanksgiving Outlook



BUTTERBALL®

September 2024

Introduction

Prior to every Thanksgiving, Butterball, the best known and most loved* brand of turkey in the U.S., surveys potential hosts and guests to learn their plans for the upcoming holiday.

The survey, which was conducted this summer, provided us with insights on what may unfold this November when it comes to planning, shopping, preparing, hosting and attending Thanksgiving celebrations across the country. The results offer a unique perspective of what to expect this holiday season.

This report emphasizes three key takeaways for Thanksgiving 2024:

- 1** Larger celebrations are expected, as people are most looking forward to spending time with friends and family this Thanksgiving.
- 2** Hosts and attendees are committed to serving turkey. Turkey continues to reign as a favorite part of the meal.
- 3** Consumers expect inflation will impact their Thanksgiving celebration more than last year, but they won't compromise on the turkey. They will economize elsewhere.

*Source: 2023 Kantar Brand Tracking Oct 2023 n=351

87%

of hosts plan to serve turkey this year.



Larger Celebrations

Larger Thanksgiving celebrations are expected in 2024, an increase over the past four years.

With worries of the pandemic behind us, people are increasingly gathering in larger numbers and most looking forward to spending time with friends and family over the holiday. The average predicted gathering size this Thanksgiving will be 9 people, up from 7 people in 2023.

How many people, including yourself, do you expect to be at the Thanksgiving meal you are planning on hosting or attending?

2020 5 people

2021 6 people

2022 6 people

2023 7 people

Predicted 2024 9 people*

**Estimate based on survey response.*



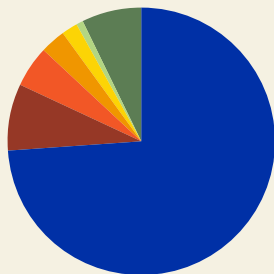
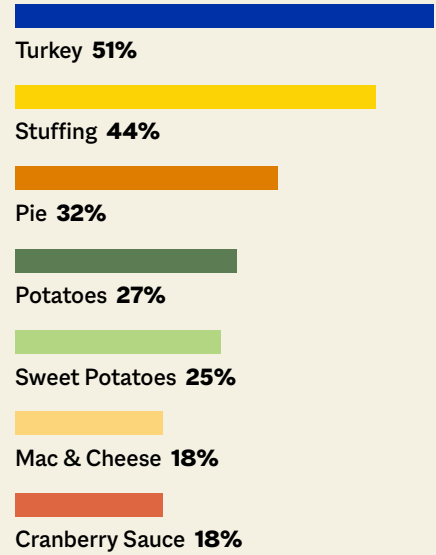
Committed to Turkey

Hosts and attendees are committed to serving turkey this Thanksgiving.

Of those surveyed, 87% of hosts are planning to serve turkey, whether it's a whole turkey, breast or roast. Consumers should plan to buy early so they can get exactly the size turkey they want for their gathering. Since turkey continues to be a favorite part of the meal, buying enough to ensure leftovers is recommended.



What is your favorite part of the Thanksgiving meal?



Most people intend to roast the turkey



- Oven Roasted **74%**
- Electric Roaster **5%**
- Grilled **2%**
- Other: **7%**
- Smoked **8%**
- Deep Fried **3%**
- Air Fried **1%**

Impact of Inflation

The impact of inflation remains top of mind as people consider their Thanksgiving plans, but it's clear turkey will still be at the center of the table.

While 98% of consumers expect inflation to impact their holiday plans, an increase from 79% in 2023, savings on the celebration will be minimal.

More than half (53%) of those celebrating Thanksgiving expect inflation to impact their celebrations in the same way as last year, while 44% expect inflation to have even more of an impact than last year.

Still, most people surveyed (52%) are not planning to make changes to their Thanksgiving celebrations to save money. Of those that do plan to manage costs, most plan to save on non-food items such as paper goods or décor (18%), as well as side dishes (17%).

52%

of consumers will not make changes to their Thanksgiving to try to save money.

Pro tip:

Grocery retailers often have deals on turkey at Thanksgiving, making it one of the most economical parts of the meal on a pound for pound basis!



Coming Together

Thanksgiving remains a holiday people look forward to celebrating because it's an opportunity to reflect on what they're thankful for and spend time with friends and family around a shared meal.

Even with inflation concerns, people are determined to celebrate in larger groups, with turkey as the centerpiece. Butterball is well-positioned to continue fostering togetherness at the holiday as we have done for over 60 years. We're proud to be 1 of every 3 turkeys served at Thanksgiving.



Top five things people are looking forward to this Thanksgiving

1. Spending time with family
2. The food
3. Relaxing
4. Reflecting on what I'm thankful for
5. Good conversation (*tied with dessert*)

Key takeaways

It's important to recognize that Thanksgiving is a special time to gather with loved ones around a warm, celebratory meal, despite outside stressors.

- 1 Celebration sizes are growing.
- 2 Hosts won't compromise on the turkey.
- 3 Despite inflation concerns, most people won't make changes to their celebrations.



Butterball is here to support you!

The Butterball® Turkey-Talk Line® is once again available this holiday season to support new and seasoned holiday hosts. Opening on Friday, Nov. 1 for its 43rd year, this group of food professionals is ready to serve as coaches and confidants, helping holiday hosts bring people together around a Thanksgiving meal. With more than 50 staff members, the Turkey Talk-Line has the resources to answer questions from both English- and Spanish-speaking callers via phone, text, chat, social media and email.

To learn more about the Turkey Talk-Line, please visit [Butterball.com](https://butterball.com) or call the Butterball Turkey Talk-Line, **1-800-BUTTERBALL (1-800-288-8372)**.

Survey methodology

We partnered with Circana to commission an online survey among a nationally representative sample of 1,502 U.S. adults to understand this year's Thanksgiving plans of hosts and attendees alike. The survey was fielded by Circana between July 15 and 26, 2024, and resulted in several key takeaways about the upcoming holiday.