

Butterball Togetherness Report™

2025 Thanksgiving Outlook



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September 2025

Introduction

Every year leading up to Thanksgiving, Butterball, the best known and most loved* brand of turkey in the U.S., surveys potential hosts and guests to learn more about their plans and expectations for the upcoming holiday. Our 2025 survey, conducted this summer, revealed fresh insights on how people across the country plan to shop, cook, and entertain during this year's holiday feast.

89%

of consumers plan to
celebrate Thanksgiving
this year



This report offers three key insights for Thanksgiving 2025:

1 Larger celebrations

Larger celebrations are the new norm as people see the holiday as an important touchpoint to connect with their friends and family.

2 Celebrating without compromise

Inflation remains a concern, but most consumers won't compromise on the turkey or other aspects of the meal.

3 Turkey takes center stage

Turkey remains the favorite star of the holiday table. The vast majority of hosts feel at ease cooking this centerpiece protein.

Survey methodology

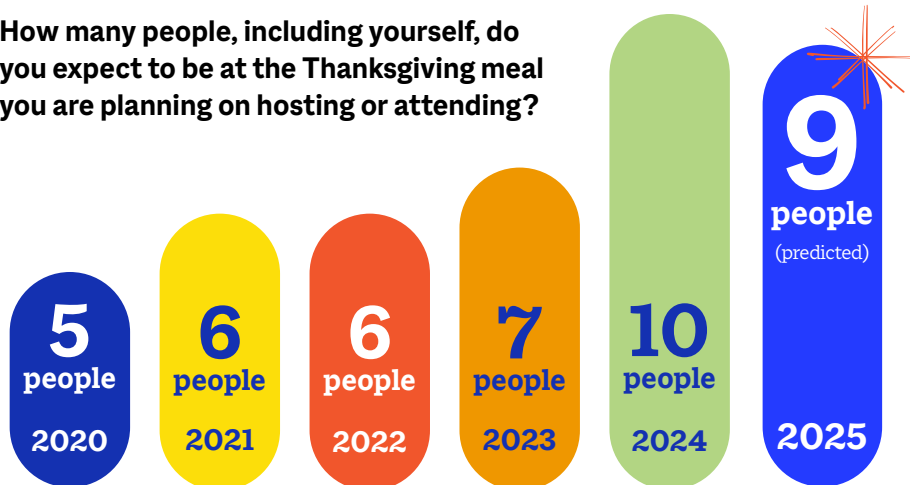
Butterball partnered with Circana to commission an online survey among a nationally representative sample of 1,678 U.S. adults. The survey was fielded by Circana in July 2025.

*Source: 2024 Kantar Brand Tracking Dec 2024 n=361

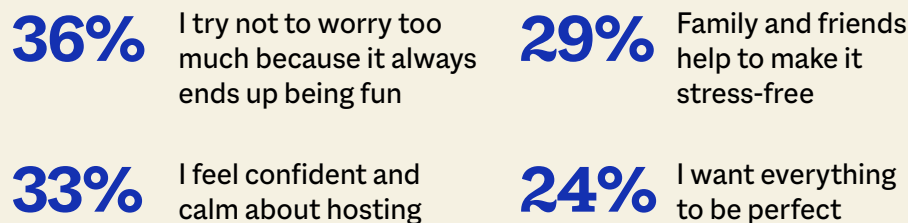
Larger Celebrations

After shrinking drastically during the pandemic, celebration sizes have firmly rebounded as people embrace the Thanksgiving holiday as an important moment to connect with their friends and family. In 2025, hosts expect an average of nine attendees, nearly the same as last year and up from just five people in 2020. Despite the stresses of preparing this important feast for more people, most hosts stay calm because they are confident that everyone will have a great time.

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



While many hosts strive for perfection, many also have a practical, optimistic outlook. Here are the top statements that hosts agree best reflect their mindset:



What people are most looking forward to at Thanksgiving

1

Spending time with family

2

The food

3

Relaxing

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**TURKEY
TALK-LINE**

Butterball® Turkey Talk-Line® Tip:

When hosting a larger crowd, your fridge is your best friend. Plan ahead by prepping and freezing sides or desserts in advance. You'll look like a Thanksgiving pro and have more time to enjoy the day.

Celebrating Without Compromise

While inflation remains a concern, most hosts won't let it impact their celebrations, with 58% of consumers saying they won't make any changes to Thanksgiving to save money. Indeed, turkey is one of the most economical parts of the Thanksgiving meal on a pound-for-pound basis, and many grocery retailers offer deals and promotions in the holiday season. Moreover, leftover turkey can stretch for days in sandwiches, salads, soups, and more.



58%

of consumers won't make changes to Thanksgiving this year to try to save money

Ways people plan on controlling Thanksgiving costs this year

Ask guests to bring part of the meal

21%

Change side dishes

15%

Change non-food items like paper goods or décor

14%

Change dessert

12%



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TURKEY TALK-LINE

Butterball Turkey Talk-Line Tip:

Asking guests to bring their favorite dish is a great way to control costs without compromising the quantity or quality of food. Whether it's something traditional like green bean casserole or an entirely new dish, a potluck approach increases variety and makes the meal an even more communal affair.

Turkey Takes Center Stage

Thanksgiving is known as “Turkey Day” for a reason. Turkey is firmly linked to the holiday, and its central presence on the table is still growing. Some 84% of hosts say they plan to serve turkey this year, up from 82% the last two years and 79% in 2022. Oven-roasting is the preferred method of cooking turkey, though some hosts prefer to smoke or deep fry. A golden-brown turkey at the center of the table isn’t just an iconic part of Thanksgiving, it’s also the favorite part of the meal for many.

84% of hosts will celebrate with turkey



What is your favorite part of the Thanksgiving meal?

(Respondents could choose more than one favorite.)

Turkey

47%

Stuffing

41%

Pie

29%

Sweet potatoes/potatoes (tie)

26%

Mac & cheese

18%

How hosts plan to cook the turkey

(Hosts often use multiple cooking methods.)

Oven roasted **72%**

Smoked **9%**

Deep fried **6%**

Electric roaster **5%**

Grilled **3%**

Air fried **2%**



**TURKEY
TALK-LINE**

Butterball Turkey Talk-Line Tip:

To be sure there is enough turkey for everyone while allowing for ample leftovers, aim for about 1.5 lbs. per person. So to feed 10 people, you’d need a 15-lb. turkey. (Figuring out who gets white meat vs. dark meat is a different matter!)

Coming Together

Amid our fast-changing modern world, Thanksgiving holds timeless appeal for people looking forward to coming together with loved ones over a shared meal. This is reflected in the continued commitment to gathering with friends and family, to enjoying a warm meal together, and to celebrating around turkey, in particular.

At Butterball, we've been fostering togetherness for more than 70 years. Not only do we proudly supply 1 in 3 turkeys at Thanksgiving, the Butterball Turkey Talk-Line has helped holiday hosts with tips, recipes, and emotional support since 1981.

Key takeaways

Thanksgiving is a special time to gather with loved ones around a warm, celebratory meal.

- 1** Gathering sizes are rebounding.
- 2** Most hosts won't compromise on the meal to save money.
- 3** Turkey is still the centerpiece.



TURKEY TALK-LINE

Need help with your turkey? Butterball has you covered.

1 in 5

hosts are intimidated by cooking the turkey (21%)

For 44 years, the Butterball Turkey Talk-Line has helped new and seasoned hosts tackle Thanksgiving with confidence. With more than 50 culinary experts ready to answer questions in English and Spanish, you can get trusted advice by phone, text, social media, or at [Butterball.com](https://butterball.com).

To connect with the Butterball Turkey Talk-Line, visit [Butterball.com](https://butterball.com) or call 1-800-BUTTERBALL (1-800-288-8372).