

“With 55% of consumers planning to spend the same or less this Thanksgiving, retailers have a clear opportunity to lead with value. By showcasing high-quality private label alternatives, retailers can empower shoppers to stretch their budgets without compromising on taste or tradition. Make private label impossible to miss: highlight the savings, elevate the quality, and position your brand as the smart choice for a more abundant holiday table this Thanksgiving.”



Chris Costagli
Vice President,
Thought Leadership
Food & Beverage,
NielsenIQ

“For Thanksgiving 2025, convenience is king for consumers. Shoppers can build complete baskets online with trusted grocers, tap pureplay platforms for fresh perishables, and rely on on-demand delivery apps for forgotten items. Once the meal ends, behavior shifts quickly as digital channels capture early holiday spend while consumers chase pre-Black Friday deals before stores even open. For suppliers and retailers, success hinges on well-planned online promotions and ensuring inventory readiness to capitalize on this critical execution window around Thanksgiving.”



Jack O'Leary
Director,
Thought Leadership
eCommerce,
NielsenIQ

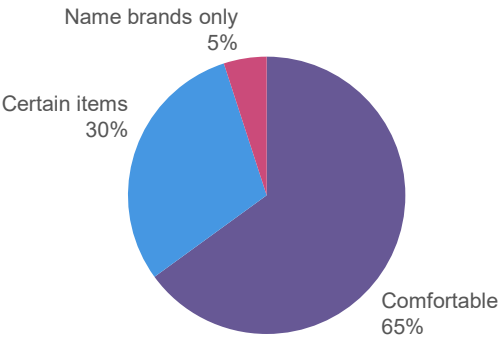
Thanksgiving sparks a loyalty shakeup across the retail landscape

Implications for the Food & Beverage Industry

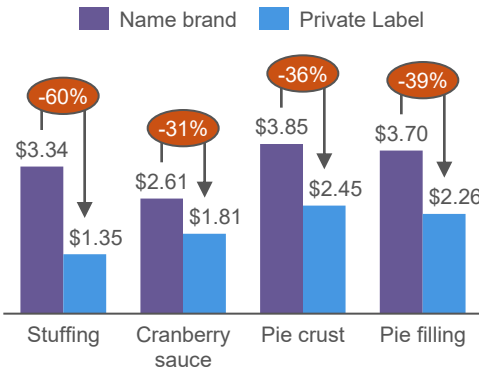
Private label momentum will create headwinds for National Brands this season

Private label has strong momentum this Thanksgiving, with 25% planning to buy more and 31% choosing it over name brands—especially Millennials. This gives retailers a clear tailwind to promote high-quality, value-driven offerings, while branded manufacturers face a headwind that demands sharper pricing and stronger differentiation to stay in the basket.

COMFORT LEVEL SERVING PRIVATE LABEL TO GUESTS AT THANKSGIVING¹



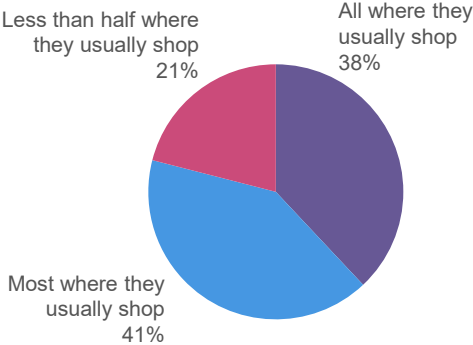
UNIT PRICE COMPARISON NAME BRAND VS. PRIVATE LABEL²



Thanksgiving shopping shifts create new loyalty opportunities

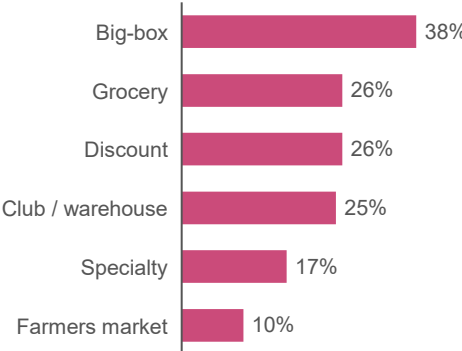
More than 1 in 5 shoppers plan to break routine this Thanksgiving, opting to shop outside their usual grocery store. While Millennials remain loyal, other generations are up for grabs. Retailers should prioritize strategies that capture cross-channel traffic, spotlight Private Label offerings, and convert these detours into long-term loyalty.

WHERE CONSUMERS PLAN TO SHOP FOR THANKSGIVING¹



WHERE CONSUMERS PLAN TO SHOP INSTEAD¹

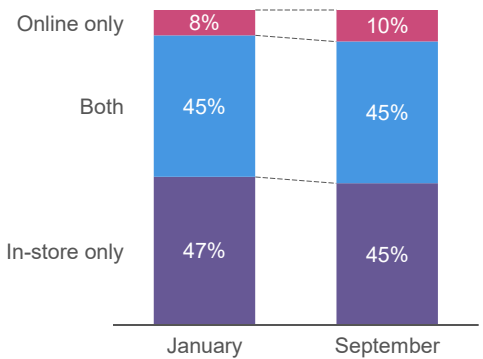
(AMONG THOSE PLANNING <50% WHERE THEY USUALLY SHOP)



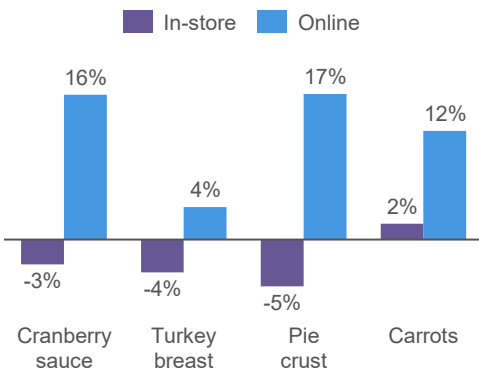
Retailers need strategies to win online Thanksgiving shoppers

This Thanksgiving, many high-income, multicultural, and households with children plan to shift part of their grocery shopping online—where key holiday categories are seeing strong growth. Retailers must be prepared with targeted digital strategies that bundle fresh and Private Label products for convenient, affordable shopping.

IN-STORE VS. ONLINE SHOPPING TRENDS IN 2025³



DOLLAR SALES PERFORMANCE IN-STORE VS. ONLINE⁵



Industry Analysis Sources: ¹NIQ, BASES Quick Question, Thanksgiving Survey, September 2025, n=1,006; ²NIQ, Retail Measurement Services, Total US Full View, 4-Weeks Ending 9/13/2025; ³NIQ, BASES Quick Question, Thanksgiving Survey, January 2025, n=1,001 Vs. September 2025, n=1,006
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