

“Thanksgiving is a key social holiday with family and friends for many consumers, and alcohol plays a central role in both hosting and gifting occasions. While some consumers plan to cut back on Alcohol spend for financial concerns or health and wellness reasons, premium products will have an opportunity to shine through those looking to impress guests. Bar and restaurant visitation is expected to be strong for the holidays, making it a key moment for On Premise activation.”



Kaleigh Theriault
Director,
Thought Leadership
Beverage Alcohol,
NielsenIQ

“This Thanksgiving, GLP-1 users are rewriting the menu—intentional choices are in, indulgent staples will be consumed less. For GLP-1 consumers, this Thanksgiving, every bite and drink will count, so while these consumers won’t completely miss the meal, they will be focused on more intentional decisions like high-protein, veggie-rich and generally nutrient-dense. For hosts of the holidays, the GLP-1s are one addition of consumer eating preferences to increasingly understand and evolve the holiday menus.



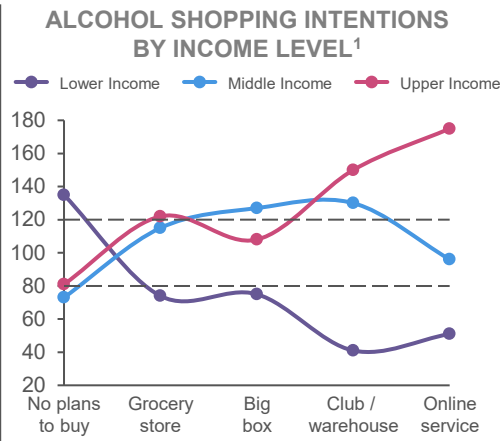
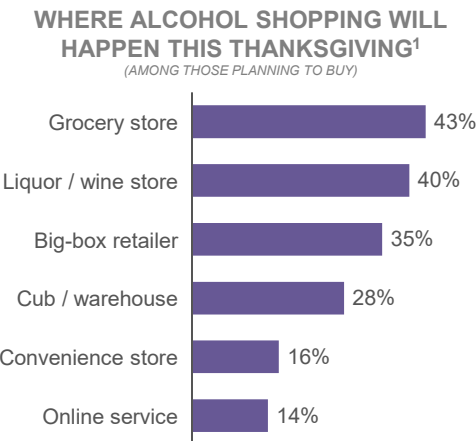
Sherry Frey
Vice President,
Thought Leadership
Total Wellness,
NielsenIQ

Tradition will meet intention at the table this Thanksgiving

Implications for the Food & Beverage Industry

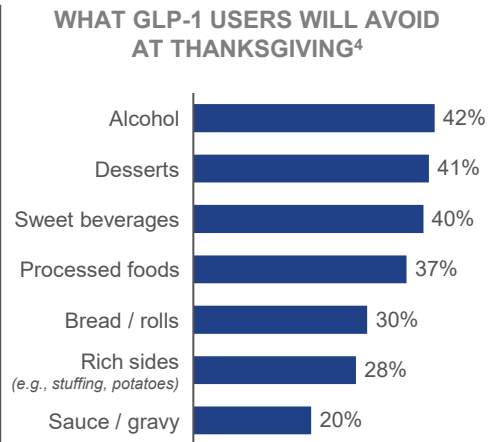
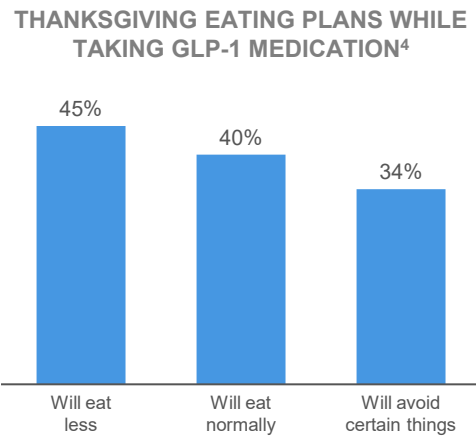
Retailers can turn alcohol pullback into a win with smart substitutions

Alcohol is on the chopping block for some shoppers—25% plan to cut back to save money, and 36% won’t buy any at all; it’s more than just cost concerns. Grocery and liquor stores will capture trips, but Hispanic households, Gen Z (21+), and families with teens are driving the pullback. Retailers need to think about assortment, promotions, and premium offerings.



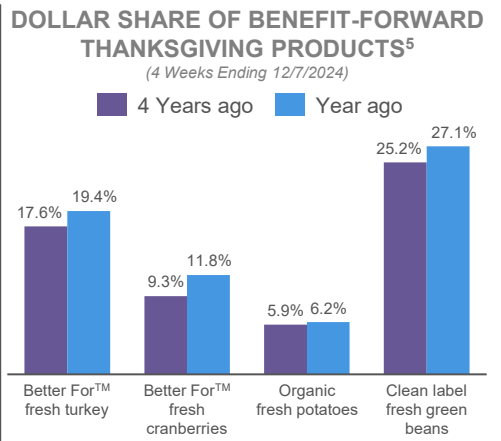
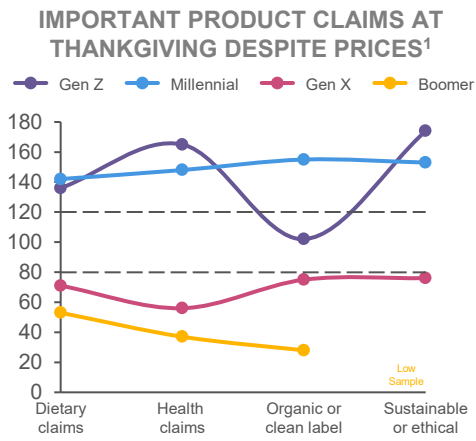
Thanksgiving dining will shrink as GLP-1 users avoid traditional foods

With GLP-1s on the menu, the Thanksgiving plate will look different—79% of users will avoid or limit certain foods and drinks, and 27% of hosts aware of GLP-1 guests plan lighter menus or smaller portions. As GLP-1s evolve holiday traditions, retailers and brands can maintain relevance with health-forward options and portion-control packaging.



Consumer interest in Better For™ at Thanksgiving varies but sales show growth

While health isn’t necessarily at the top of consumer priorities for the holiday season, it seems to be more of a priority for younger consumers, especially around sourcing. Thanksgiving dinner ingredients (from the turkey to the veggies) are showing increases in clean label, food allergies, organic and just Better For™ overall.



Industry Analysis Sources: ¹NIQ, BASES Quick Question, Thanksgiving Survey, September 2025, n=1,006; ⁴NIQ, BASES Quick Question, Thanksgiving Survey, October 2025, n=1,025; ⁵NIQ, Retail Measurement Services, Powered By Label Insights, Total US xAOC, 4 Weeks Ending 12/7/2024
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