Setting the Thanksgiving Table:

How U.S. Consumers Will Celebrate, Spend, and Save for 2025

Of the ***92%*** planning to celebrate...

88% will dine in

4% plan to dine out

Overall sentiment among the general population on spend for those planning to celebrate:

42% plan to spend more, ***18%*** to spend the same and ***40%*** to spend less. Millennials are the group most likely to spend more this year.

Compared to last Thanksgiving, do you expect to spend more, less, or about the same this year?	Gen. Pop.	Gen Z	Millennial	Gen X	Boomer	Lower	Middle	Upper
Spend more	42%	84	122	88	94	71	102	133
Spend the same	18%	137	92	102	85	140	80	76
Spend less	40%	83	85	112	120	104	108	85

Other popular consumer concerns, ***58%*** of consumers say they are extremely concerned about food price inflation.

As a result Private Label will be critical, ***25%*** of households plan to buy more of it, and ***31%*** say they will choose it over name brands whenever possible.

65% of consumers are comfortable serving Private Label at Thanksgiving, and ***30%*** will do so for certain items only, while only ***5%*** say they will prioritize name brands.

Other popular money saving strategies include:

How do you plan to cut spending this year?

- ***31%*** Have a smaller gathering
- ***31%*** Skip non-essentials e.g., floral arrangements
- ***31%*** Shop discount retailers
- ***27%*** Have fewer side dishes

32% of consumers plan to shop early to avoid stress, crowds and over-pricing

Why do you plan to start your Thanksgiving shopping earlier than usual this year?

- ***41%*** I want to avoid last-minute crowds and stress
- ***36%*** I expect prices to rise closer to the holiday
- ***32%*** I'm trying to be more organized this year
- ***31%*** I want to spread out expenses over a longer period

Traditions over Tradeoffs

Our survey reveals Thanksgiving spending lists closely match must-haves, even under tighter budgets.

What do you plan to spend more on?

- ***73%*** Meat — e.g., turkey, chicken, beef, ham, pork, lamb
- ***48%*** Side dish essentials — e.g., potatoes, stuffing mix, cranberry sauce, gravy
- ***46%*** Dairy — e.g., milk, cream, butter, cream cheese, evaporated milk
- ***44%*** Desserts — e.g., pumpkin pie, whipped cream, pie crusts
- ***43%*** Produce — e.g., lettuce, carrots, onions, citrus, apples, berries

Which of the following Thanksgiving items do you consider non-negotiable, even if prices rise?

- ***47%*** Turkey — or main protein
- ***31%*** Dessert — e.g., pie, cake
- ***29%*** Signature side dish — e.g., stuffing, mashed potatoes
- ***26%*** Fresh produce — e.g., sweet potatoes, green beans, cranberries
- ***26%*** Traditional family ingredients

Source: BASES Quick Question Thanksgiving Survey, September 2025, n=1,006

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