

“This Thanksgiving, convenience and inspiration will define how shoppers plan and purchase. Not everyone feels like a seasoned chef, and the pressure to deliver can be daunting—so confidence-building recipes, clever hacks, and engaging how-to videos are essential. Retailers that spotlight easy-to-prepare solutions like semi-homemade kits or ready-to-heat sides and amplify social content through quick video recipes and influencer-driven ideas will empower shoppers, ease stress, and transform inspiration into action—and ultimately, into sales during one of the year’s most competitive seasons.”



Chris Costagli
Vice President,
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“Gen Z is much more likely to cook and entertain at home than Millennials were at the same age. But mounting financial pressures on this group of young adults means they’ll gravitate to affordable and convenient solutions for holiday gatherings that involve cooking or preparing food at home. The good news: this cohort is most open to bold and varied flavors, so they’ll be looking for inspiration and new, exciting options during Thanksgiving shopping trips.”



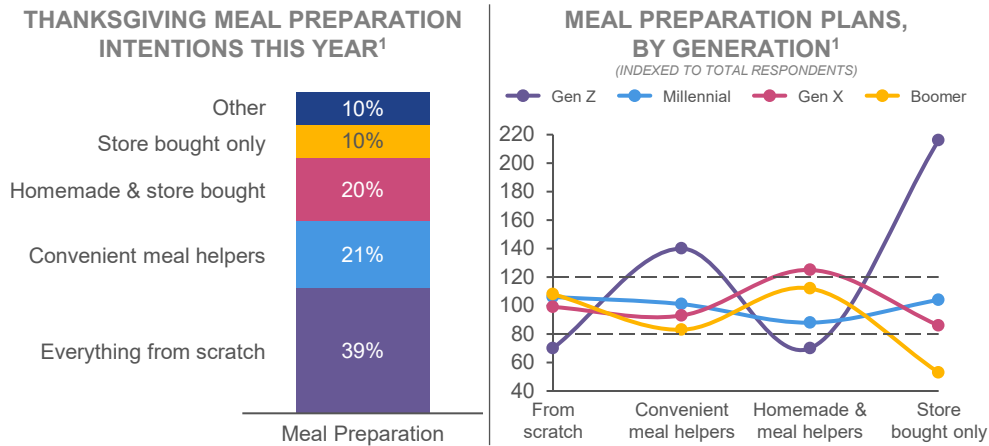
Rachel Bonsignore
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NielsenIQ

Thanksgiving planning driven by ease and enjoyment

Implications for the Food & Beverage Industry

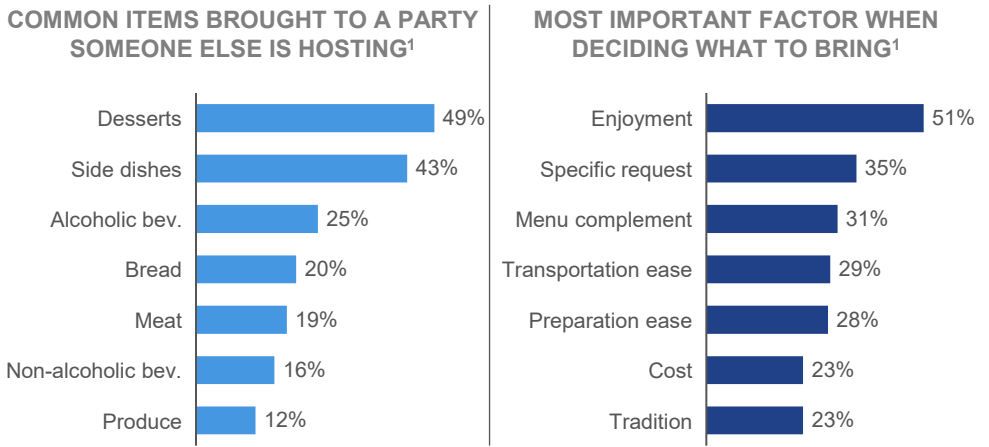
Turkey, traditions, and time savers

The countdown to Thanksgiving is on. This year’s feast will feature cherished family recipes, but younger hosts will lean into time-saving hacks like store-bought shortcuts and meal helpers to serve up delicious dishes without the stress. Expect grocery aisles to be buzzing with shoppers on the hunt for tasty, time-saving ways to make their feast a hit.



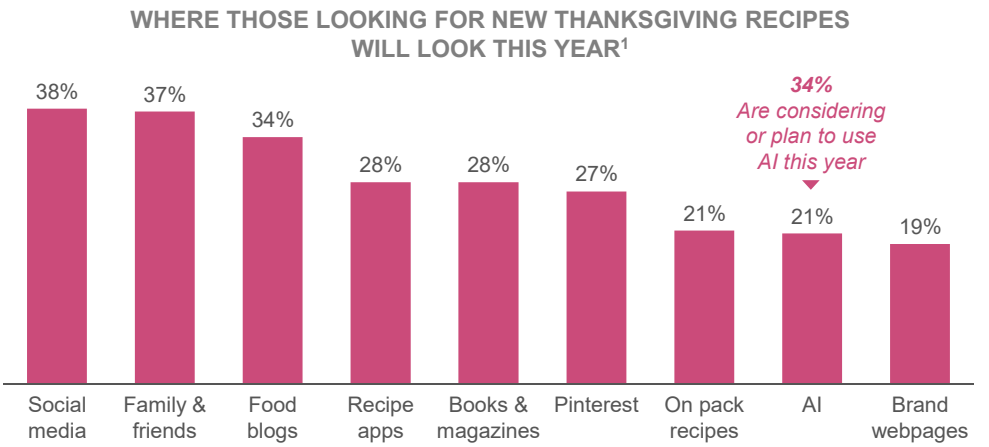
What everyone’s bringing to the party this year

At Thanksgiving potlucks, enjoyment is the name of the game—price takes a back seat to flavor, fun, and ease. Gen Z & Millennials are all about grab-and-go convenience and dietary inclusivity, Gen X looks for seasonal staples, and Boomers stick to homemade pride. Retailers should spotlight products that deliver big on enjoyment and ease this year.



Shoppers will be searching, scrolling, and serving

This Thanksgiving, shoppers are hungry for new recipes—52% will seek new ideas, especially younger generations looking to spice things up. Shoppers will be scrolling social media for inspiration that’s fun, flavorful, and easy to pull off. For brands, it’s the perfect moment to serve up crave-worthy content and turn social buzz into cart conversions.



Industry Analysis Sources: ¹NIQ, BASES Quick Question, Thanksgiving Survey, September 2025, n=1,006
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