Holiday Season

CATALINA®

Snackable Insights

+652% Men's Gift Sets

+544% Fruit Glaze Toppings

+496% Makeup Gift Sets

+440% Gift Décor

+431% Edible Cake Decorations

Did you guess the highest-indexing holiday categories?

48% PET SUPPLIES

40% MEN'S GIFT SET

57% GAMES & PUZZLES

31% WOMEN'S MAKEUP

MIDWESTERN

traditions keep Tim tailgating and gift-giving all holiday season long

Shredded Cheese	**+93%**
Hearty Dry Soup	**+85%**
Cocktail Franks	**+49%**
Chili & Sauce	**+45%**

NORTHEAST

natives Shawn and Keisha enjoy festive drinks and holiday nibbles

+107% Cider
+77% Carbonated Cocktail Mixes
+48% Coffee
+61% Non-flavored Creamers
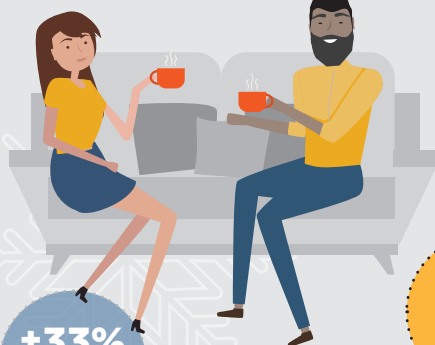**+33%** Marachino Cherries

+68% SPECIALTY COOKIES
+109% SPECIALTY CRACKERS
+57% CANNED SHRIMP
+73% CANNED FISH

Celebrating Regional Holiday Flair

WESTERNERS

like Amy and Malik like to spend cozy holiday evenings in

+33% READY TO SERVE SOUP
+21% MILK MODIFIERS
+10% EGGNOG
+32% FIRE LOGS

SOUTHERN

host Alex invites holiday guests to stay for breakfast

+90% BISCUIT MIX
+49% BREAKFAST SAUSAGE
+123% CANNED HAM
+84% REFRIGERATED BISCUIT DOUGH
+18% TEA BAGS

Information based on Catalina Data, week ending 12/27/18.