

Thanksgiving

CATALINA® Snackable Insights

TOPPING THE LIST OF HIGHEST-SELLING THANKSGIVING CATEGORIES IN THE U.S. ARE:



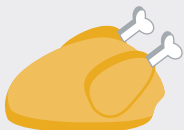
Canned Cranberries
+1,600%



Stuffing Mix
+1,500%

The **Northeast & Midwest** buy the most traditional items while the **West** indexes lowest across the top 20 categories:

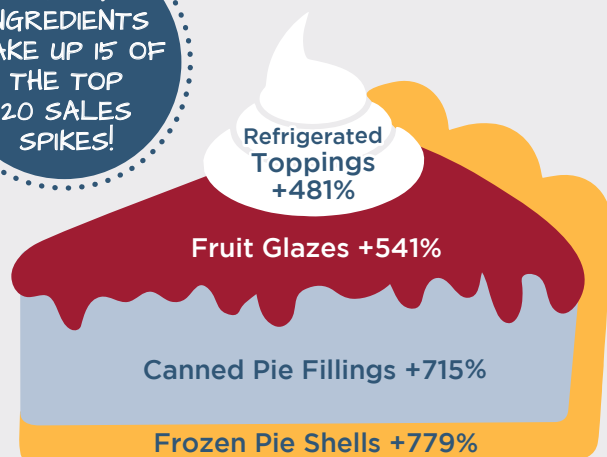
Frozen Poultry
+315%



But in the West:

Frozen Poultry **&** Refrigerated Meat Substitutes
-7% **+43%**

BAKING INGREDIENTS MAKE UP 15% OF THE TOP 20 SALES SPIKES!

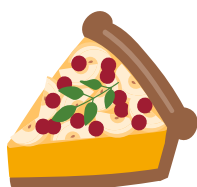


NO MATTER WHERE YOU LIVE, THANKSGIVING TREATS ARE AS EASY AS PIE

HIGHLIGHTED BELOW ARE REGIONAL CATEGORIES HIGHER THAN THE NATIONAL AVERAGE

WEST

Least traditional Thanksgiving



+65%
Blended Juices

+59%
Fresh Herbs & Spices

+2%
Specialty Canned Fruit

WEST

MIDWEST

Pies are fruity with an extra dollop of whipped cream



+42%
No-bake Mixes

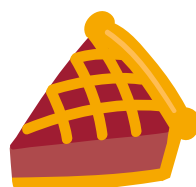
+39%
Chilled Toppings

+20%
Canned Pie Fillings

MIDWEST

NORTHEAST

Most traditional Thanksgiving



+154%
Pie Crust Mix

+56%
Canned Cranberries

+48%
Dried Fruits

NORTHEAST

SOUTH

Pies are a little sweeter & nuttier



+46%
Frozen Pie Shells

+24%
Baking Nuts

+11%
Sugars (White, Brown & Powdered)

SOUTH



INFORMATION BASED ON CATALINA DATA, WEEK ENDING 11/22/2018

Powered by the richest shopper database in the world, Catalina helps you find high-value buyers—based on their behaviors and preferences—so you can convert them into loyal fans.

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