

Campbell's[®]

🌿 **STATE OF THE SIDES** 🌿

2024





The State of the Sides

2024 Report





Campbell's® State of the Sides report, your go-to source for the freshest side dish trends, has returned for its third year in 2024. Drawing from nationwide consumer insights, this annual culinary tradition unveils this year's most innovative recipes and fresh ideas to enhance your holiday dining experience with friends and family. Join us as we celebrate our shared love for the season's flavors and discover sides across America!



United Sides of America

For the third year in a row, Americans declare that sides are the star of the Thanksgiving table.

56% prefer eating side dishes over turkey.

38% say they would be happy to fill their plate with just side dishes.

60% say they enjoy cooking the sides more than cooking the main bird.
Sorry not sorry, turkey!



Americans love indulging in the hearty, rich flavors of the Thanksgiving season.



42%

want to see more creamy flavors on the table this year.



38%

crave cheesy flavors in their sides.

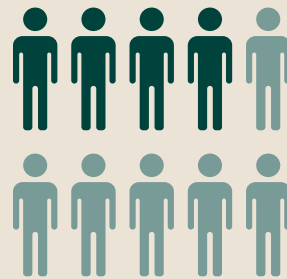


The next generation are taking things to the next level!



38%

of 18-25-year-olds are whipping up 7 or more sides, their Thanksgiving tables are more full than the national average.



43%

are likely to participate in a Friendsgiving celebration.

Thanksgiving's Heartiest H

From classic favorites to indulgent delights, these dishes steal the spotlight



1

Stuffing / Dressing

↑ *Up from 2nd place
in 2023*

Millennials, Gen X, Baby Boomers and even the Silent Generation all agree that Stuffing/Dressing is the **ultimate side dish**.



2

Mashed Potatoes

↓ *Down from 1st place
in 2023*

When it comes to Stuffing/Dressing and Mashed Potatoes, Americans insist these comfort food classics **must be homemade**.



3

Sweet Potatoes

↑ *Up from 4th
in 2023*

4 out of 5 regions in the United States rank Sweet Potatoes **a top 3 side dish**.

its

Click the photos below for the recipe.

ht on Thanksgiving tables nationwide.



4

5

Green Bean Casserole

↑ *Up from 5th place in 2023*

Green Bean Casserole graces **62% of Thanksgiving tables** in the Midwest - a true heartland hero.



Campbell's Pro-Tip: Turn the Campbell's classic dish into a family favorite with this **Bacon & Cheddar Twist**

Mac & Cheese

↓ *Down from 3rd place in 2023*

As a comfort food staple, Mac & Cheese isn't just limited to Thanksgiving! **54% of Americans** love to enjoy this cheesy dish year round.

es

place

n the United
Potatoes as

Regions Unwrapped

When it comes to sides, the nation is a melting pot of flavors filled with rich diversity.

While Stuffing/Dressing brings us all together, regional flavors and ingredients add a delightful twist to the feast.

West

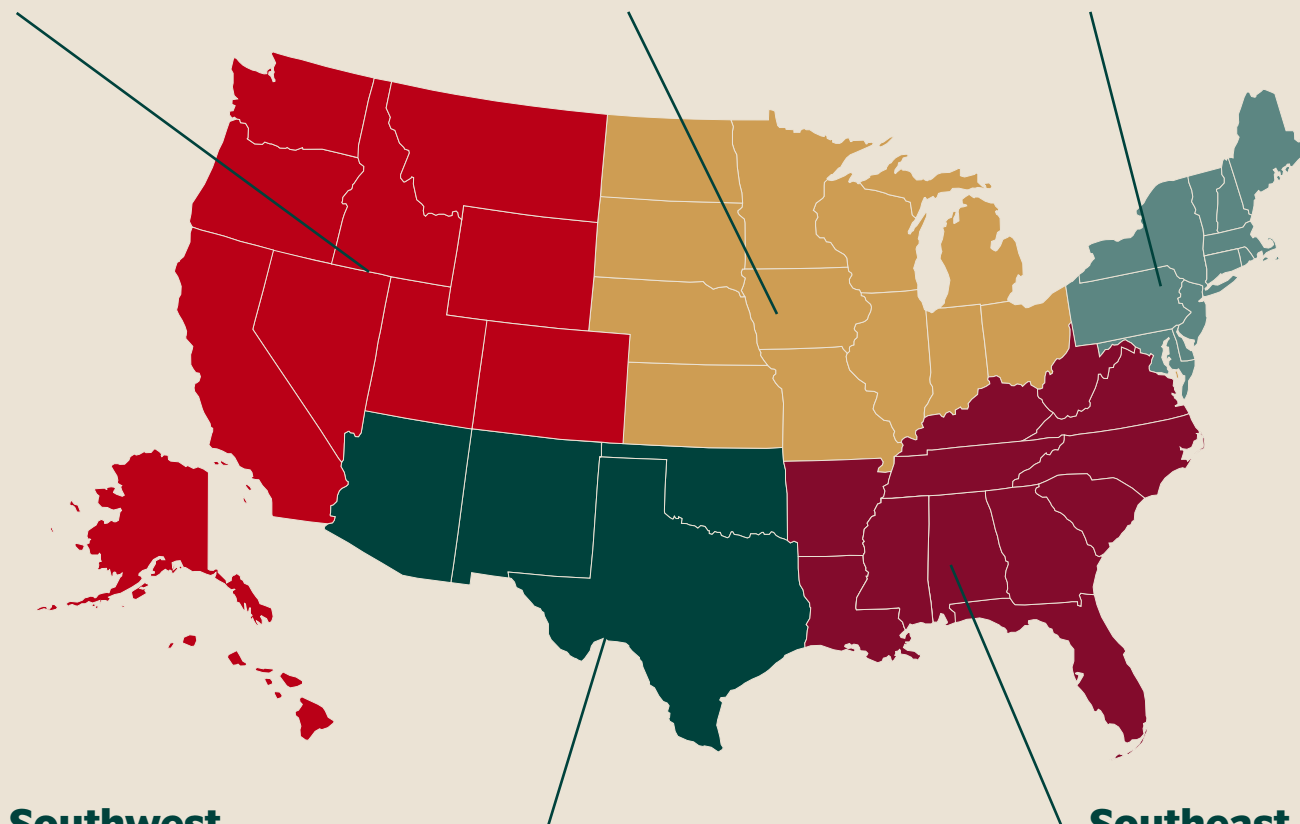
Smoky Flavors and Savory Herbs

Midwest

Cheesy Delights and Savory Herbs

Northeast

Sweet, Savory Seafood and Maple Syrup



Southwest

Spicy Chiles

Southeast

Sweet Flavors and Savory Herbs





54% are willing to experiment with their Mac & Cheese with half of those in the **West** and **Midwest** wanting to add a crunchy twist!



54% of the **Northeast** choose stuffing as their most favorite side dish making it the region that loves it most.



29% of the **Southeast** serve 7 or more side dishes boasting more than the national average.



22% of the **Southwest** incorporate Mexican side dishes at their Thanksgiving tables.



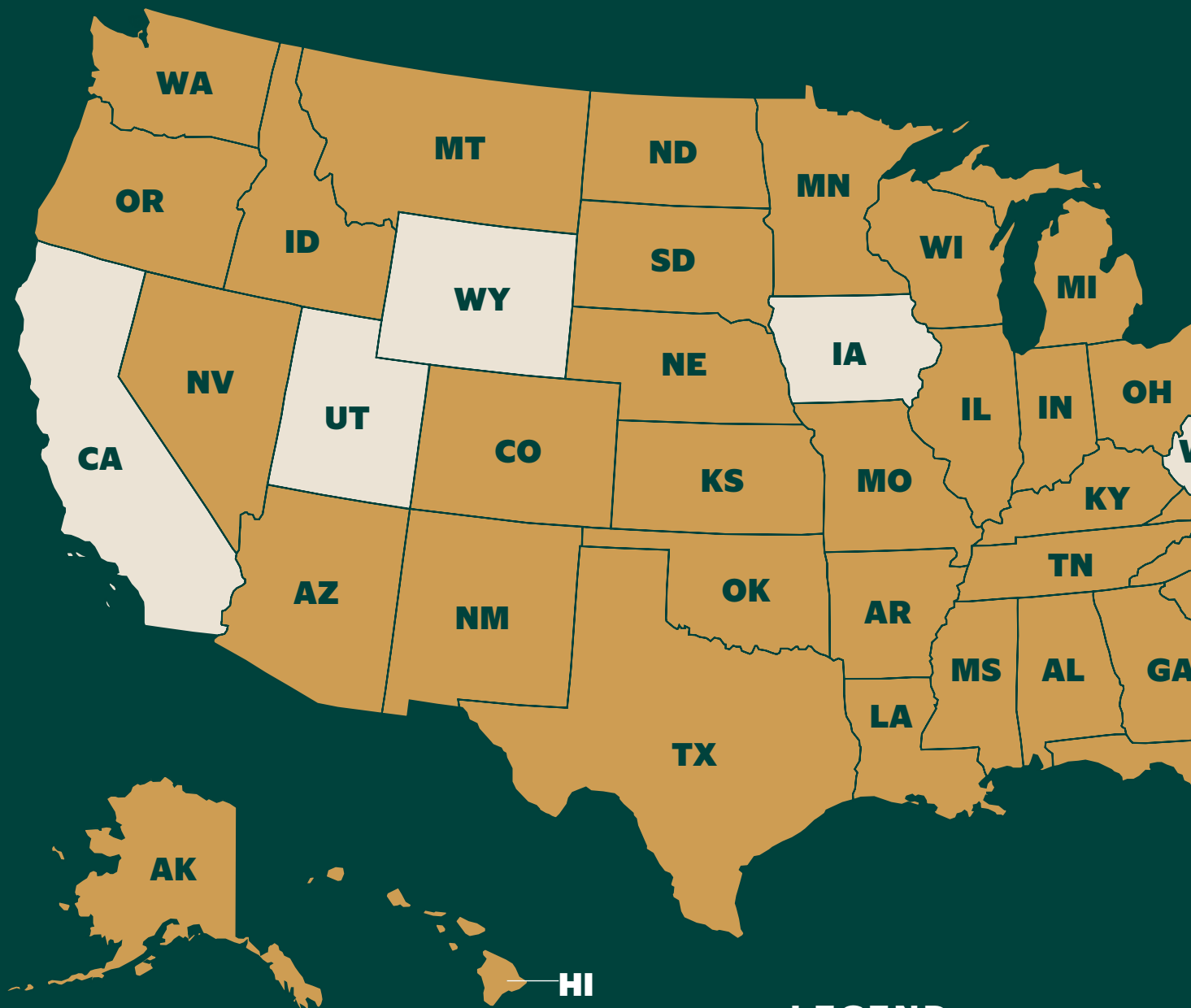
11% of the **Northeast** includes Italian dishes in their typical Thanksgiving spread.



Those living in the **West** are more likely to add ingredients like barbecue sauce to add a modern twist to their Thanksgiving dishes.

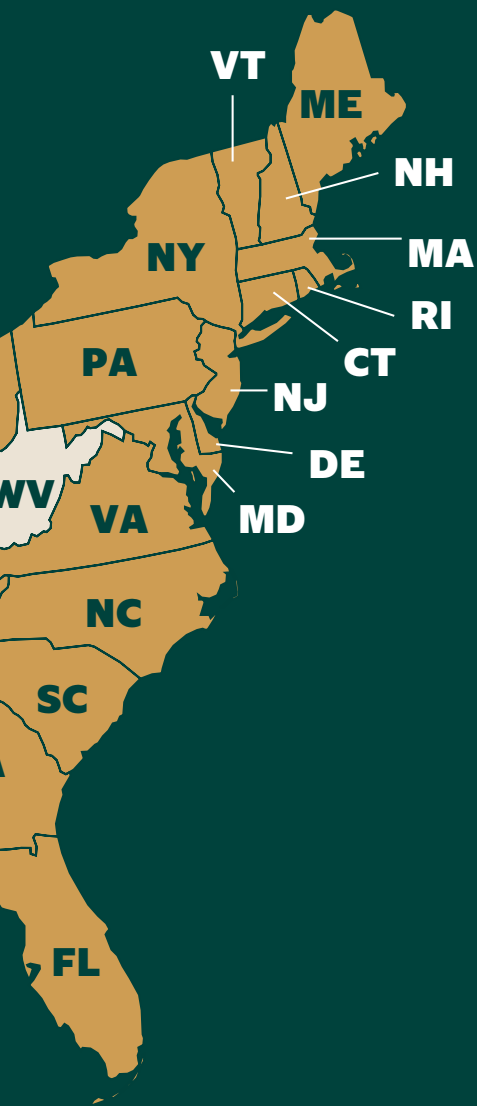
Stuffing Struts its Stuff

America's favorite side dish is uniting states and plates across the nation.



LEGEND

-  MASHED POTATOES
-  STUFFING / DRESSING



DRESSED TO IMPRESS



Stuffing/Dressing rules as the national favorite, up from second place in 2023, but **33% of people** are willing to tweak the recipe and make it their own.



Campbell's Pro-Tip: Shake up your own classic with these recipes for [Apple, Fennel & Herb stuffing](#) or [Spicy Sausage & Cheddar Cornbread Stuffing](#)!



A quarter of Americans love expressing their creativity through side dishes, confirming there's always room for a modern twist on classic recipes.



54% of Americans say that side dishes are a way to bring their cultural heritage to the Thanksgiving table.



Which makes sense, as **61% of people** believe that passing down traditional family recipes make the meal more special.



The number of sides increased year over year from 2023 to 2024 - **29% of households** in the Southeast serve the most sides at Thanksgiving table with 7 or more sides.



99% of Americans roll up their sleeves to either definitely or sometimes pitch in to help cook part of the meal. Whether it's mashing those potatoes or stirring the stuffing, everyone gets in on the action.

Holiday Habits

The delicious details of how Americans embrace the rich culinary traditions of Thanksgiving.



45%

of Gen Z can't get enough of Mac & Cheese. Consider it a total slay.



59%

of Baby Boomers stick to tradition with Stuffing/Dressing and 32% with Mashed Potatoes.

CHOOSE YOUR OWN ADVENTURE

Half of Americans are open to adding ingredients that would update their side dishes, while the rest prefer to keep things traditional.



Campbell's Pro-Tip: Adventure is out there, try Cheddar Horseradish Mashed Potatoes or Streusel Topped Sweet Potatoes



Keeping it traditional?

Try our Creamy Double Cheddar
Mac & Cheese.



Looking for a new twist?

Try our Jalapeño Cheddar
Mac & Cheese.



From Shopping to Serving

Here's how America gears up for the big meal.



Thanksgiving prep is a marathon, not a sprint

Americans report beginning their grocery shopping more than 8 days prior to Thanksgiving, and decorating as early as 7 days early.



Sides bring creativity to the forefront

A quarter of Americans (23%) express their creativity through preparing side dishes, turning their kitchens into festive laboratories of flavor.



Friendsgiving is the playground for foodies

It's a judgment-free zone where more than a third of Americans feel free to try new sides, embrace their culinary creativity, and more than a quarter even dare to experiment with bold recipes and ingredients.



2/5 of Americans set up a special kids' table for their Thanksgiving feast

And guess what tops their tiny plates? Mashed Potatoes and Mac & Cheese lead as the ultimate kid-approved side dishes!



Side Quests

From prep to play, Americans enjoy spicing up their Thanksgiving beyond the meal.

GAME ON

15%

of guests at Friendsgiving see the meal as an opportunity to outshine each other with exciting side dish creations.

27%

say their favorite holiday tradition is going head-to-head with friends and family in board games and card games.



Campbell's Pro-Tip:
Spice up the competition with these [Hot Honey Mashed Sweet Potatoes](#)



40%

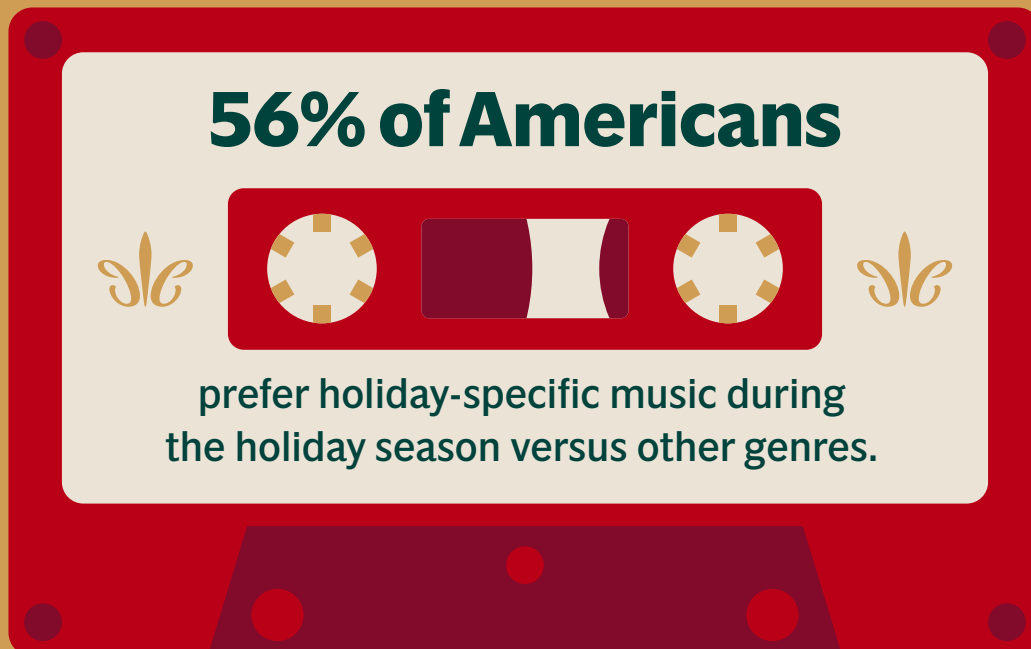
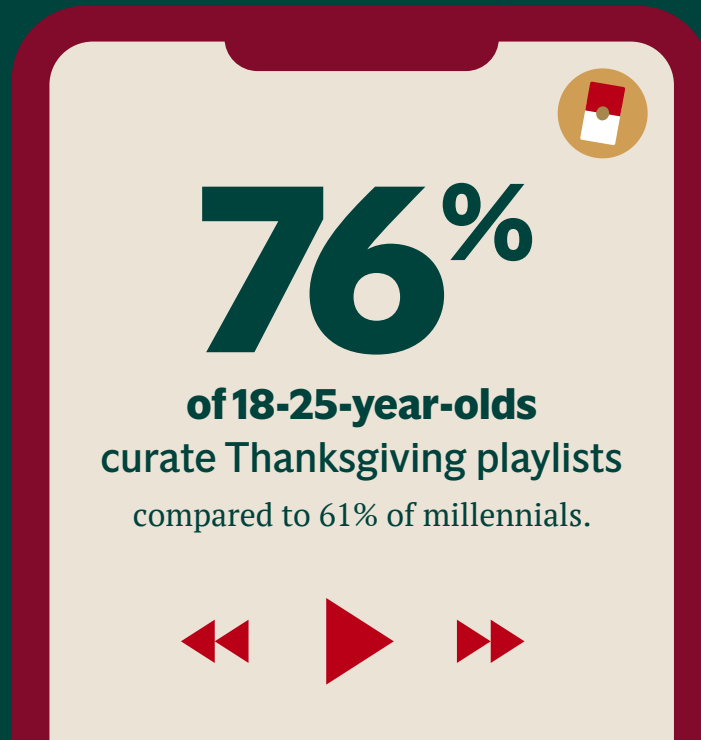
rank their favorite
Thanksgiving tradition
as watching football or
live sports.

OVER 50%

of people in Wisconsin,
Kansas, Michigan,
Minnesota, and Missouri
love watching football
on Thanksgiving, making
it the top tradition in
the Midwest.



Holiday Hits



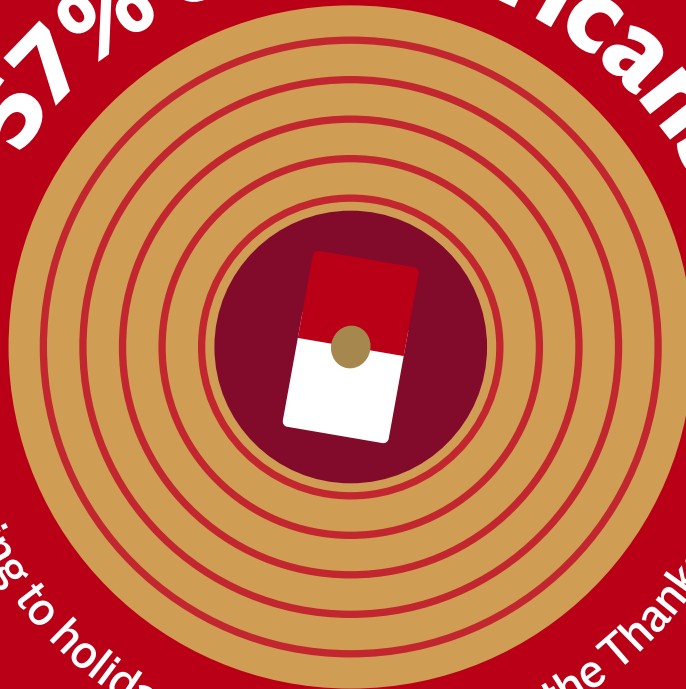
39% of Americans

wish there was music specifically for Thanksgiving, rather than tunes meant for other holidays.



57% of Americans

start listening to holiday music at or around the Thanksgiving holiday



M'm! M'm! Good!®



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Sources:

Campbell's commissioned survey of 5,000 US adults 18 and over in the United States who celebrate Thanksgiving, with 100 Americans in each of the 50 states. The research was conducted in June 2024, by Reputation Leaders, an independent research organization. The margin of error is +/-1.4% for the national results and +/-9.8% for the state results, with 95% confidence.