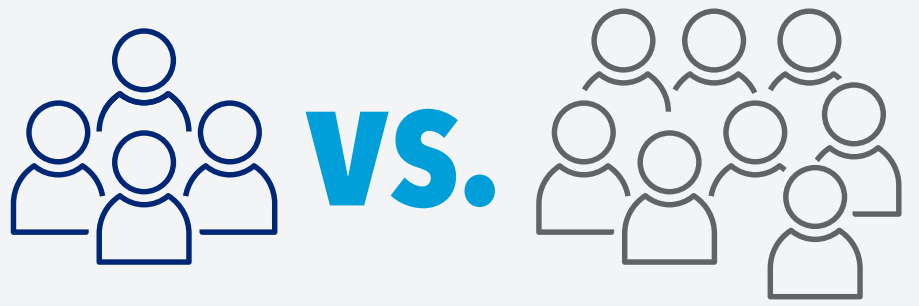


# 2020 WINTER HOLIDAY

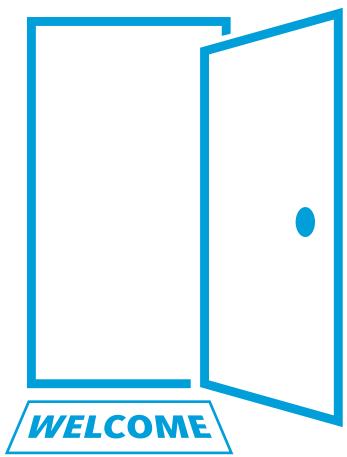
# CPG OUTLOOK

Data from IRI on consumers' shopping and consumption behavior during Thanksgiving 2020 hints at what's to come for the winter holiday season.

## Main Holiday Meal Gathering



## Extended Family Gathering



**29% of people** planned to host or attend a Thanksgiving meal with family who did not live with them, down substantially from 48% last year.

## Social Media Pulse



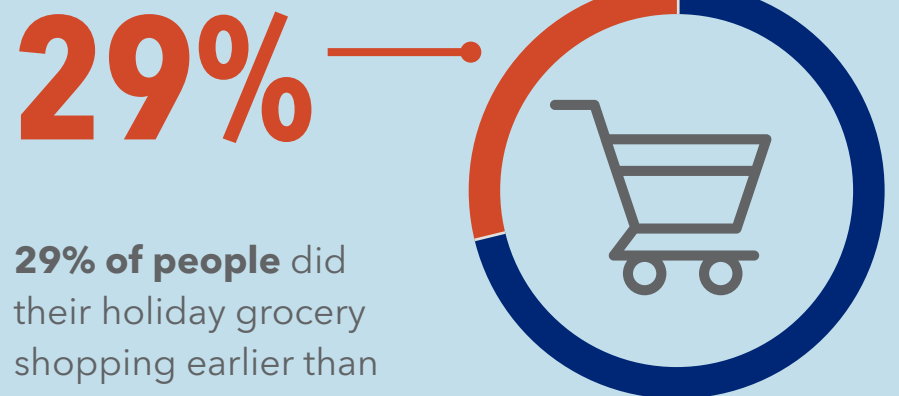
**10 times more** people talked about staying home for the holiday than last year.

## Grocery Spend



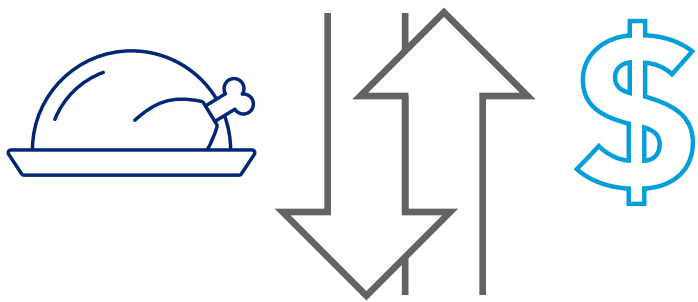
**Four in 10** expected to **spend less on groceries** for Thanksgiving this year, primarily due to hosting fewer/no guests this year or having to prepare a meal on a tighter budget.

## When to Shop

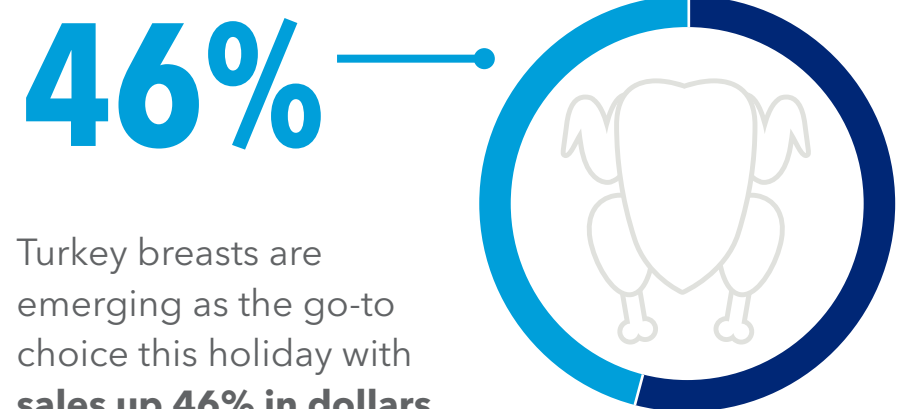


**29% of people** did their holiday grocery shopping earlier than last year.

## Turkey Trends



**Turkey pounds are down, but dollars and units are up.** Whole-bird sales are off pre-November growth trends and only up +6% vs. the prior year in dollars despite the pandemic for week ending 11/22 (historically the top whole-bird-buying week).



Turkey breasts are emerging as the go-to choice this holiday with **sales up 46% in dollars** over 2019, and more than 26% ahead of the pre-November average.

## Track the impact on CPG and Retail

Get the latest economic indicators, trends and exclusive reports and analysis to understand changes in consumer and shopping behavior due to COVID-19.

Learn more at [IRIWorldwide.com/COVID-19Impact](https://www.iriworldwide.com/COVID-19Impact)



**IRI**

Growth delivered.

Source: IRI Integrated Fresh Market Advantage, Total US All Outlets, week ending 11/22/20 vs. 4 weeks ending 11/1/2020; note does not yet include new item codes.

IRI Social Pulse powered by Infegy

IRI Survey of Primary Grocery Shoppers 11/13-11/15/2020.

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