

Turkey Day Trends

Analyzing Thanksgiving Cost Trends

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Introduction



For most Americans, Thanksgiving is a time for gathering with family and eating traditional Thanksgiving foods such as turkey, stuffing, mashed potatoes and pumpkin pie.

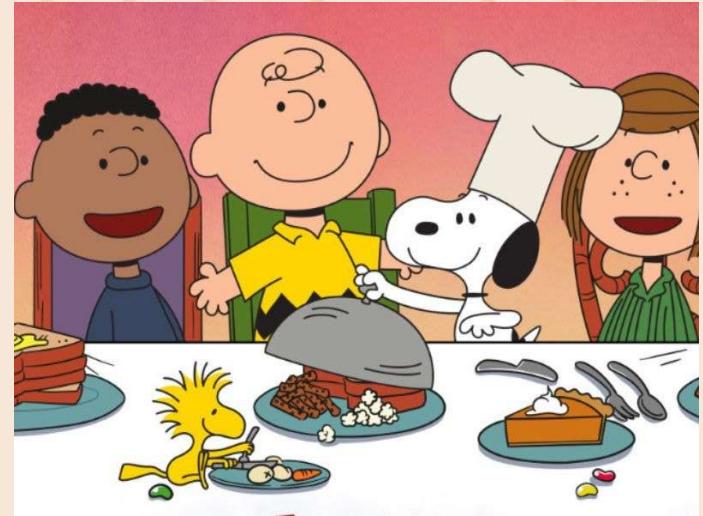
For many families, this time of year comes with concerns of food insecurity and inflation.

All prices have been “normalized” to be in terms of 2024 inflation adjusted prices.



America's Favorite Dishes

- Turkey
- Stuffing
- Mashed Potatoes
- Cranberry Sauce
- Mac and Cheese
- Bread Rolls
- Pumpkin Pie

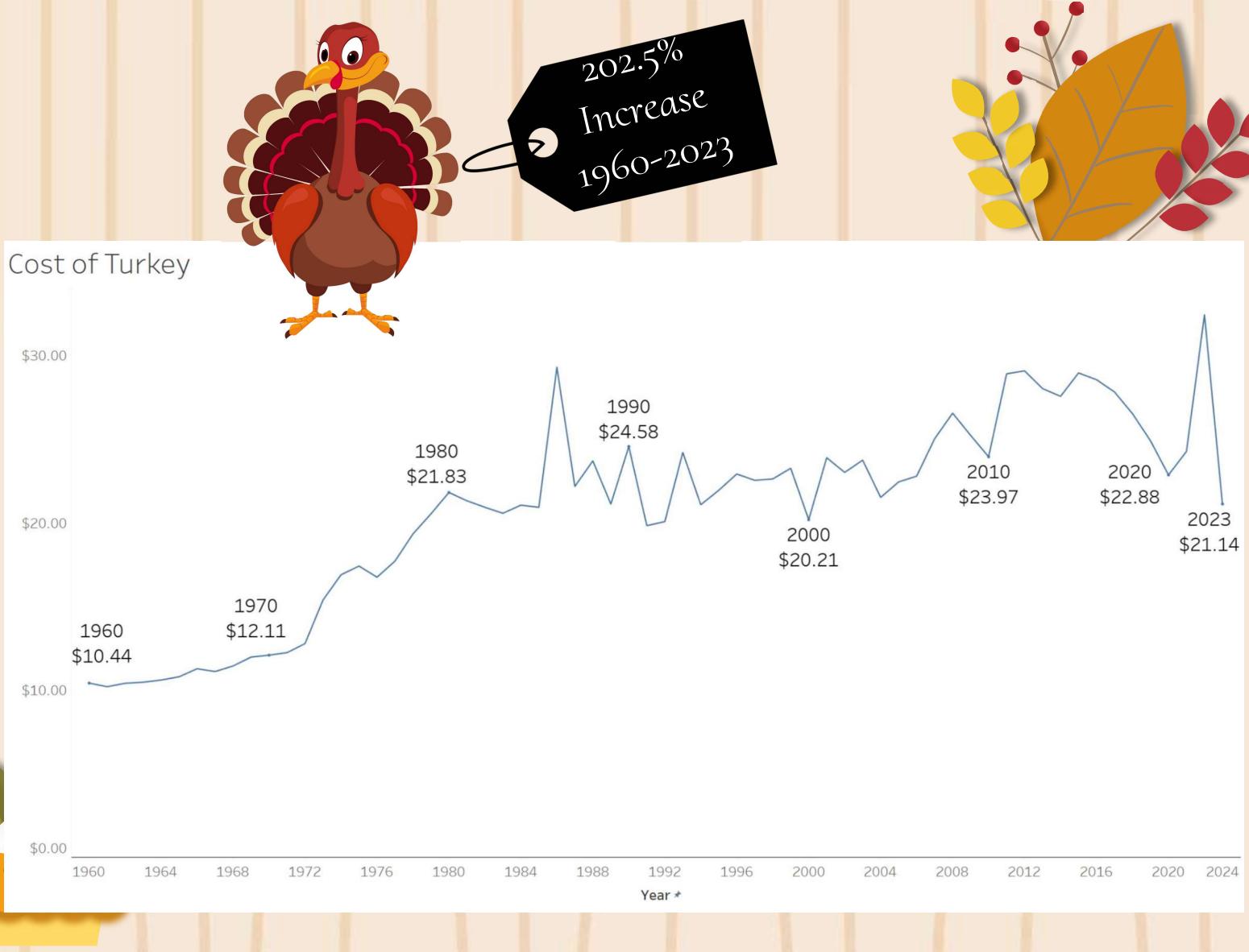


Turkey

1960 - \$10.44

2010 - \$23.97

2023 - \$21.14

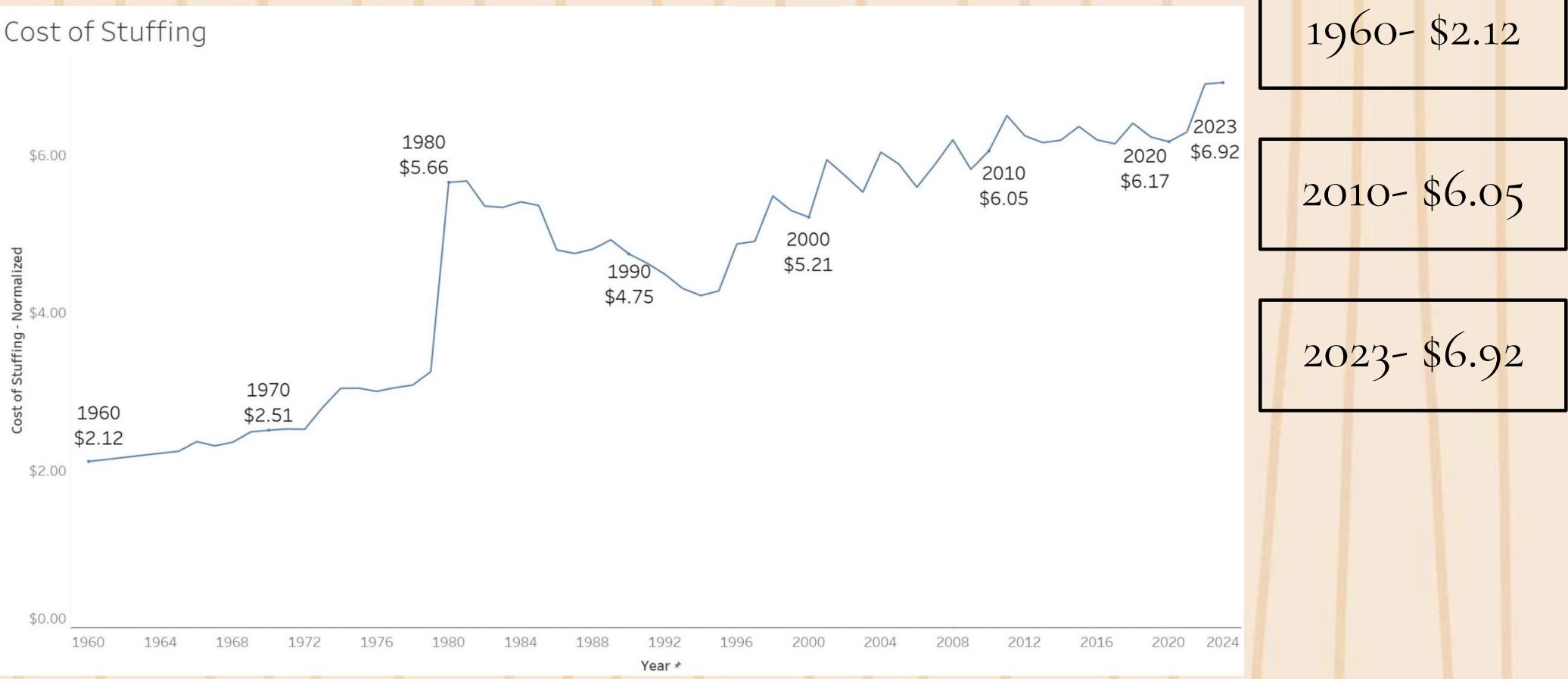


Stuffing



327.1%
Increase
1960-2023

Cost of Stuffing

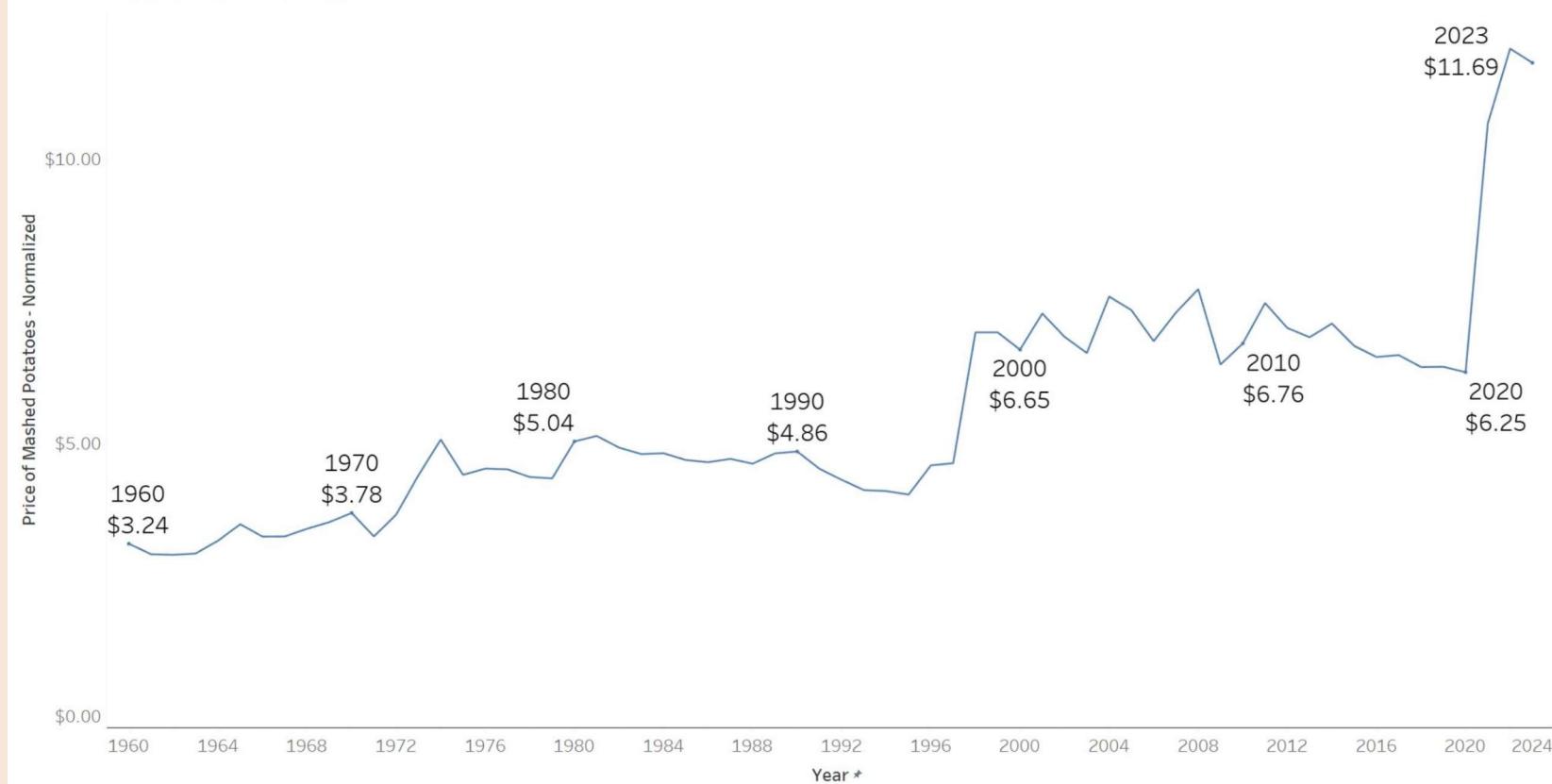


Mashed Potatoes



360.5%
Increase
1960-2023

Cost of Mashed Potatoes



1960- \$3.24

2010- \$6.76

2023- \$11.69



Cranberry Sauce



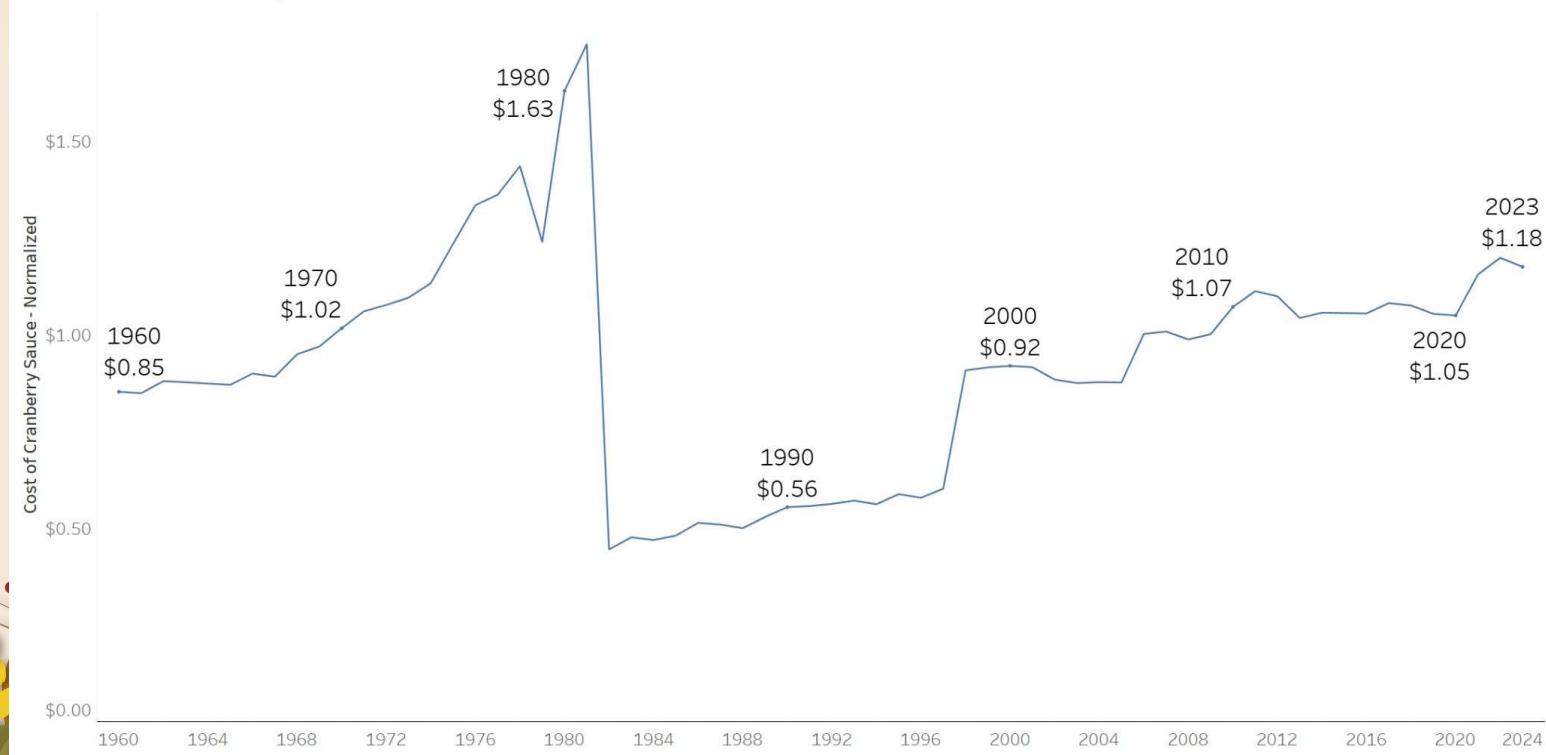
137.8%
Increase
1960-2023

1960 - \$0.85

2010 - \$1.08

2023 - \$1.18

Cost of Cranberry Sauce



270.9%
Increase
1960-2023



Mac and Cheese



Cost of Mac and Cheese



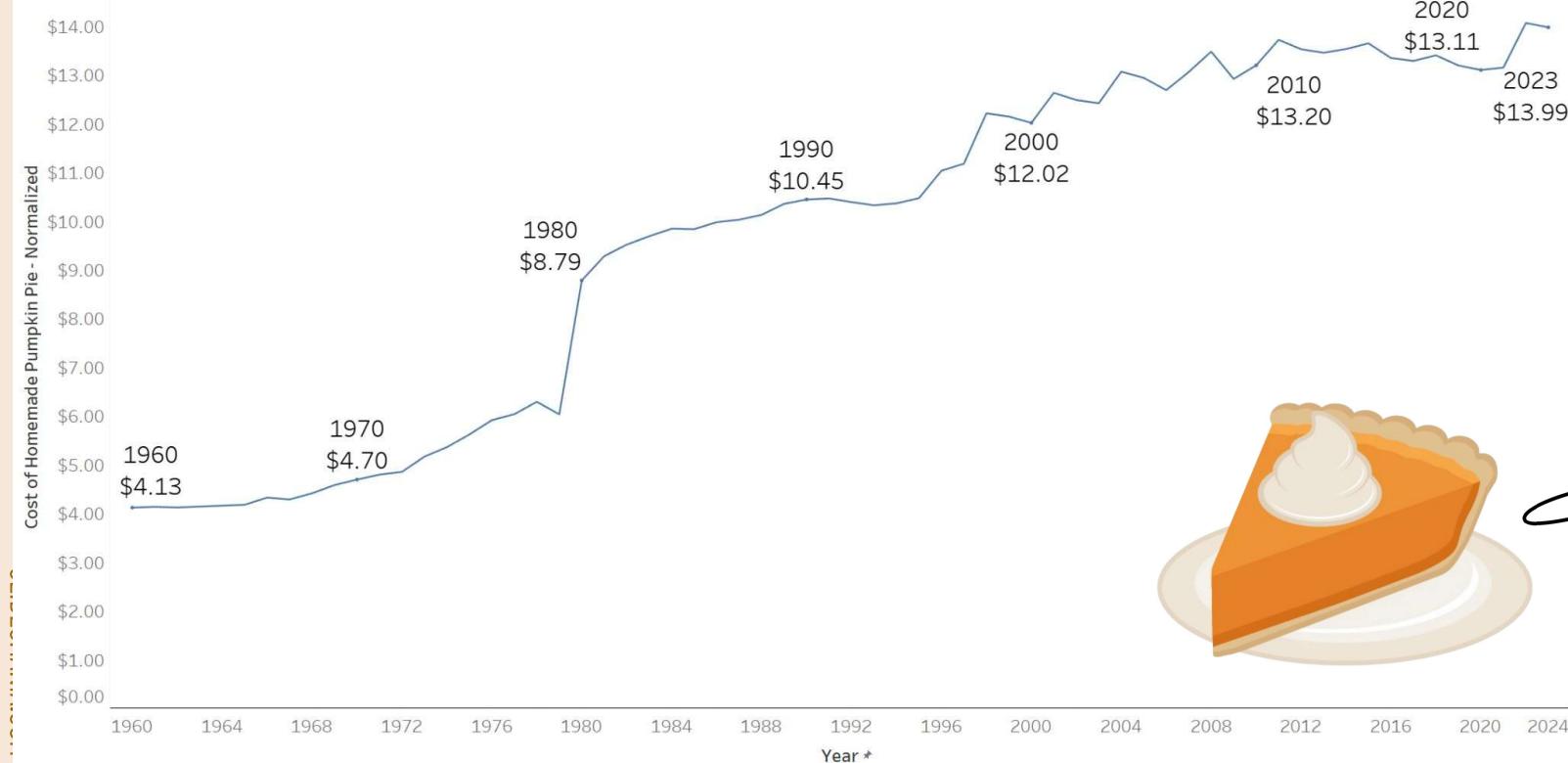
1960- \$8.19

2010- \$21.90

2023- \$22.19

Homemade Pumpkin Pie

Cost of Pumpkin Pie



1960- \$4.13

2010- \$13.20

2023- \$13.99

338.7%
Increase
1960-2023

Homemade Bread Rolls

1960- \$0.96

2010- \$2.60

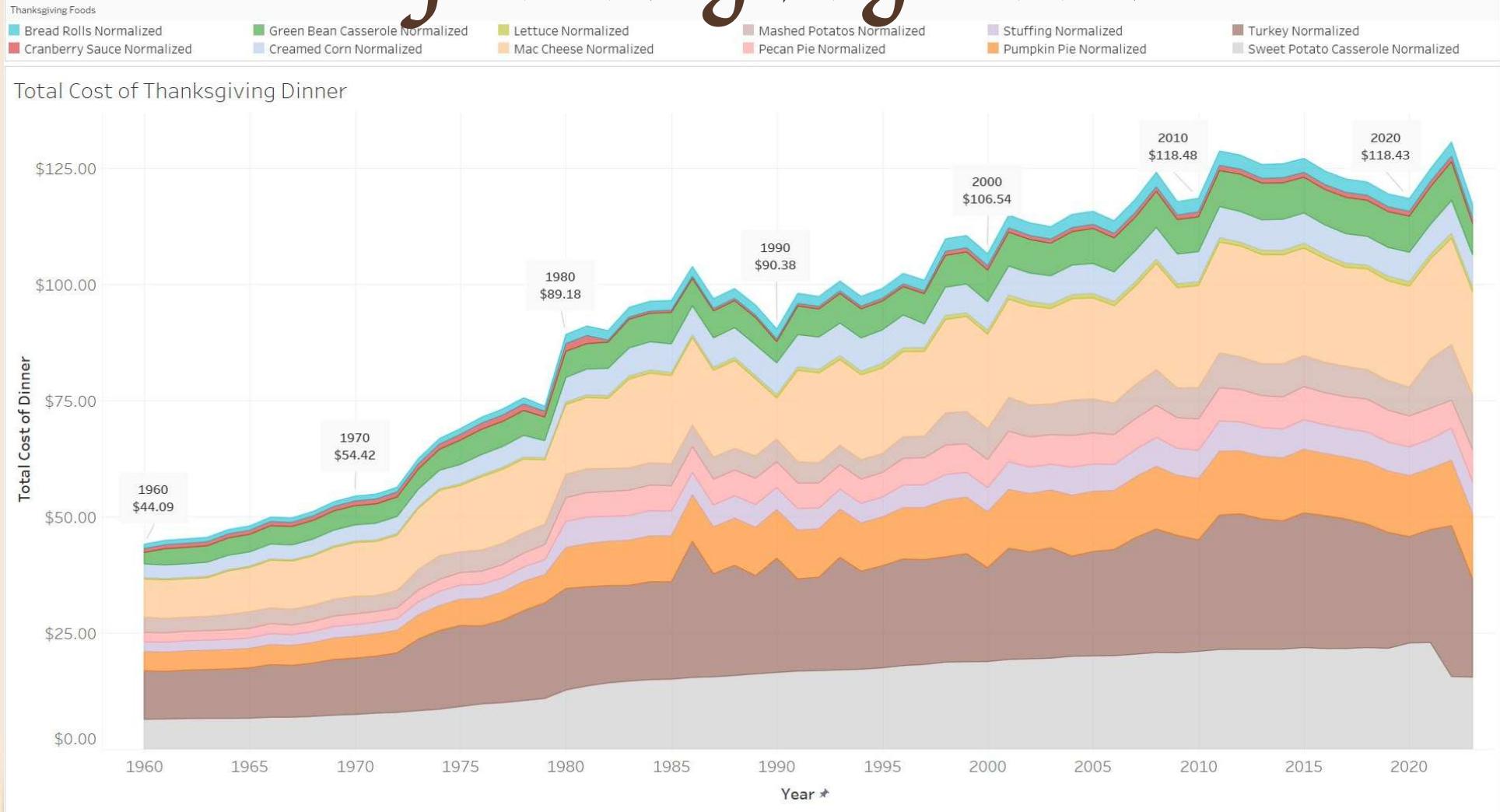
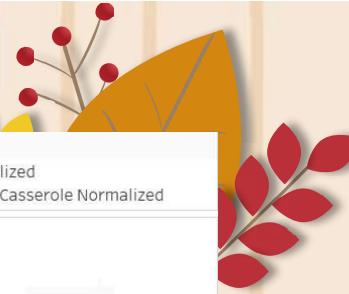
2023- \$3.00

Cost of Bread Rolls

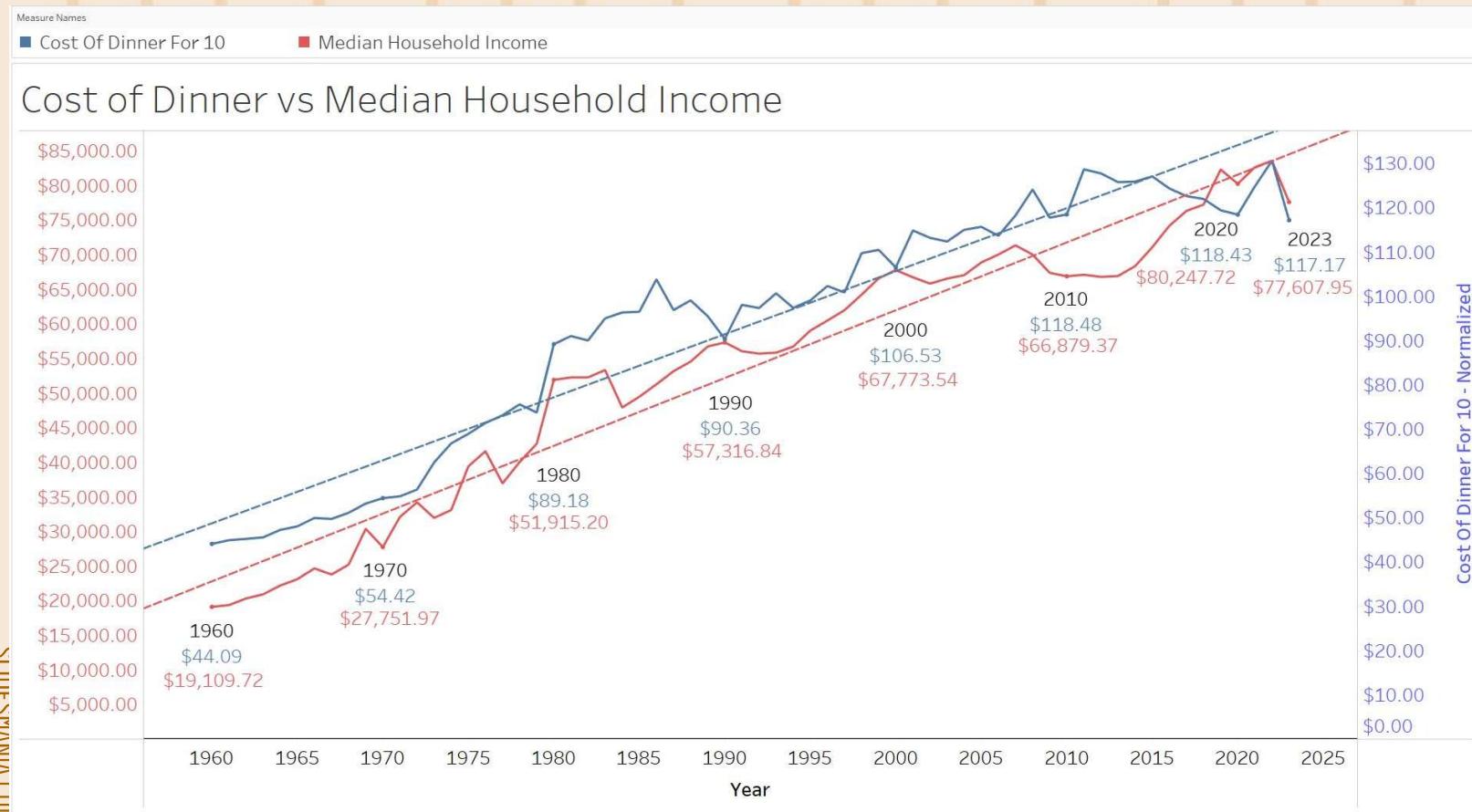


313.7%
Increase
1960-2023

Total Cost of Thanksgiving Dinner



Cost of Dinner vs Household Income



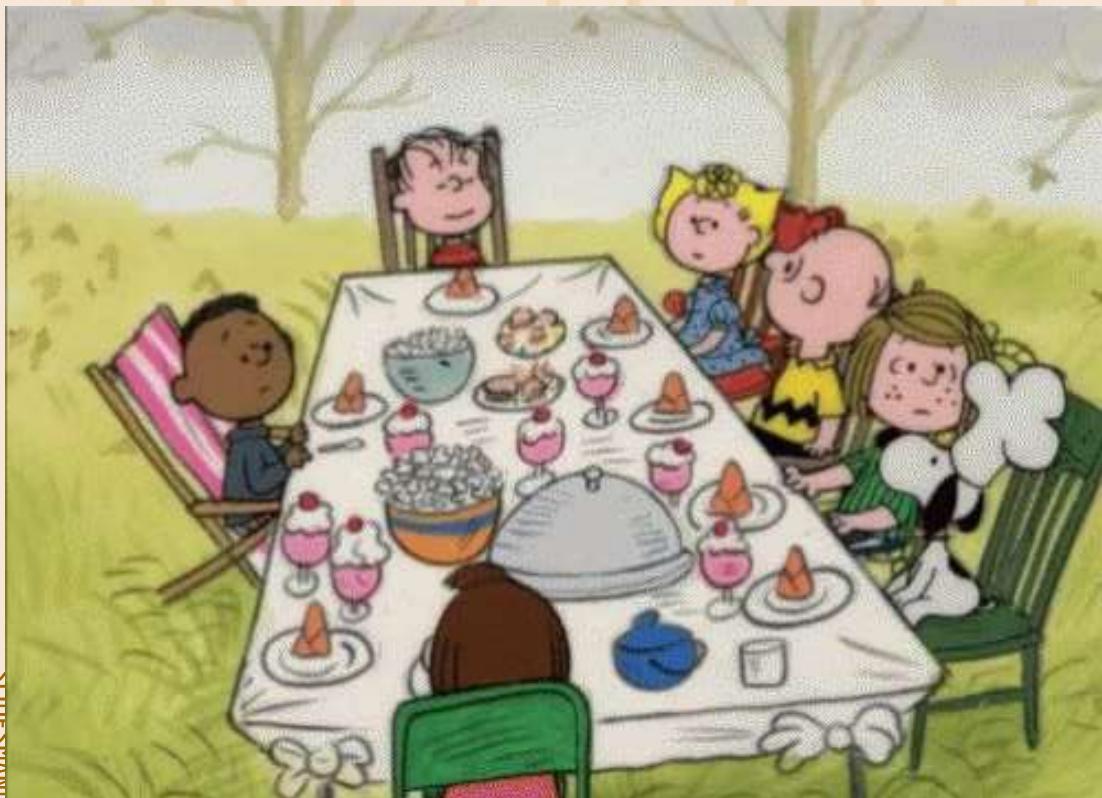
Median Household Income and the Cost of Dinner for 10 are increasing at similar rates.

Literature Review

- **The Cost Of Thanksgiving Dinner Over Time - Self**
- **The Cost of a Thanksgiving Meal State by State - Purdue**
- **Inflation on Holiday Menus: How US Consumers Are Responding to Rising Food Prices This Holiday Season**
 - Kalaitzandonakes & Coppess



Future Work



- More Ingredients
- Drilling Down to States
- Consumer Behavior Analysis





End

