

Campbell's

SC STATE OF THE SIDES *SC*

2022



About the State of the Sides Report

Campbell's® inaugural State of the Sides report was developed through consumer data pulled from a nationwide survey focused on holiday dishes and seasonal topics. From trending flavors to settling the age-old debate about whether Americans favor turkey or sides on their holiday plate; the report is a one-stop destination for everything to know about Sides Season 2022.

Campbell's® settles the age-old holiday debate: turkey or sides?



66%

of people prefer side dishes to the main entrée.



of the United States would be content with only sides on their holiday plate.



73% of Americans complain about running out of space on their plate for all their sides.



Setting the table

How will America plan to enjoy their sides this year?

HOME FOR THE HOLIDAYS

42% of survey respondents plan to travel to a friend or family member's home for the holidays.

IT'S GIVING CASUAL

Casual and smaller tables are the theme this year, with a majority of Americans opting to use everyday dishware or disposable plates.

LUNCH OR DINNER?

The most popular time to eat the holiday meal is between 12–3 p.m., leaving Americans with plenty of time to recover and then go back for seconds!

When it comes to sides, the more the merrier!

Most people will opt to have an average of five sides on their holiday plate.

The top holiday side dishes are:

- 1 **Stuffing**
- 2 **Mashed Potatoes**
- 3 **Sweet Potatoes**
- 4 **Green Bean Casserole**
- 5 **Mac & Cheese**

Top five sides two ways

CLASSIC RECIPES

STUFFING



Savory Stuffing

[View](#)

2022 TWIST



Vegetable Stuffing

[View](#)

MASHED POTATOES



Cheddar Horseradish Mashed Potatoes

[View](#)



Everything Bagel-Seasoned Mashed Potatoes

[View](#)

54% of consumers plan to try new recipes this holiday season. Whether you're looking to make the traditional dish or put a 2022 twist on a classic, explore these options to add to your menu.

Click the photos below for the recipe.

Top five sides two ways (cont.)

Click the photos below for the recipe

CLASSIC RECIPES

SWEET POTATOES



Streusel-Topped Sweet Potato Casserole [View](#)

2022 TWIST



Hot Honey Mashed Sweet Potatoes [View](#)

GREEN BEAN CASSEROLE



Green Bean Casserole [View](#)



Bacon & Cheddar Green Bean Casserole [View](#)

MAC & CHEESE



Baked Mac & Cheese [View](#)



Jacked Up Mac & Cheese [View](#)



For more recipes, like these Scalloped Potatoes, visit:
SidesSeason.com



Flavor Trends

Americans are looking to shake up their holiday menu with new flavors and ingredients.



TRENDING INGREDIENTS

Click the photos below for the recipe.

Veg-forward bakes have jumped by 12%.*
Try our **Seared Brussels Sprout Skillet with Za'atar and Tahini.**

[View](#)



Photo: in partnership with Allrecipes

Americans continue to turn up the heat by creating spicy twists on classic dishes, like these **Hot Honey Mashed Sweet Potatoes.**

[View](#)



Familiar holiday dishes will be elevated to a 2022 vibe through cultural, on-trend flavors like **Cheesy Creamed Greens with Miso.**

[View](#)



Flavor Trends 13
Photo: in partnership with Allrecipes

CUT THE TIME

Click the photos below for the recipe.

When it comes to the holidays, hosts are strategizing clever ways to minimize time in the kitchen. Try these two time-saving recipes.



Photo: in partnership with Allrecipes

Make-Ahead Pimento Cheese Mashed Potatoes give holiday cooks time back to enjoy with friends and family.

[View](#)



Photo: in partnership with Allrecipes

Cut back on dish washing and clean up by using a pressure cooker to make this **Creamy Jasmine Rice with Dried Cherries and Pistachios**.

[View](#)



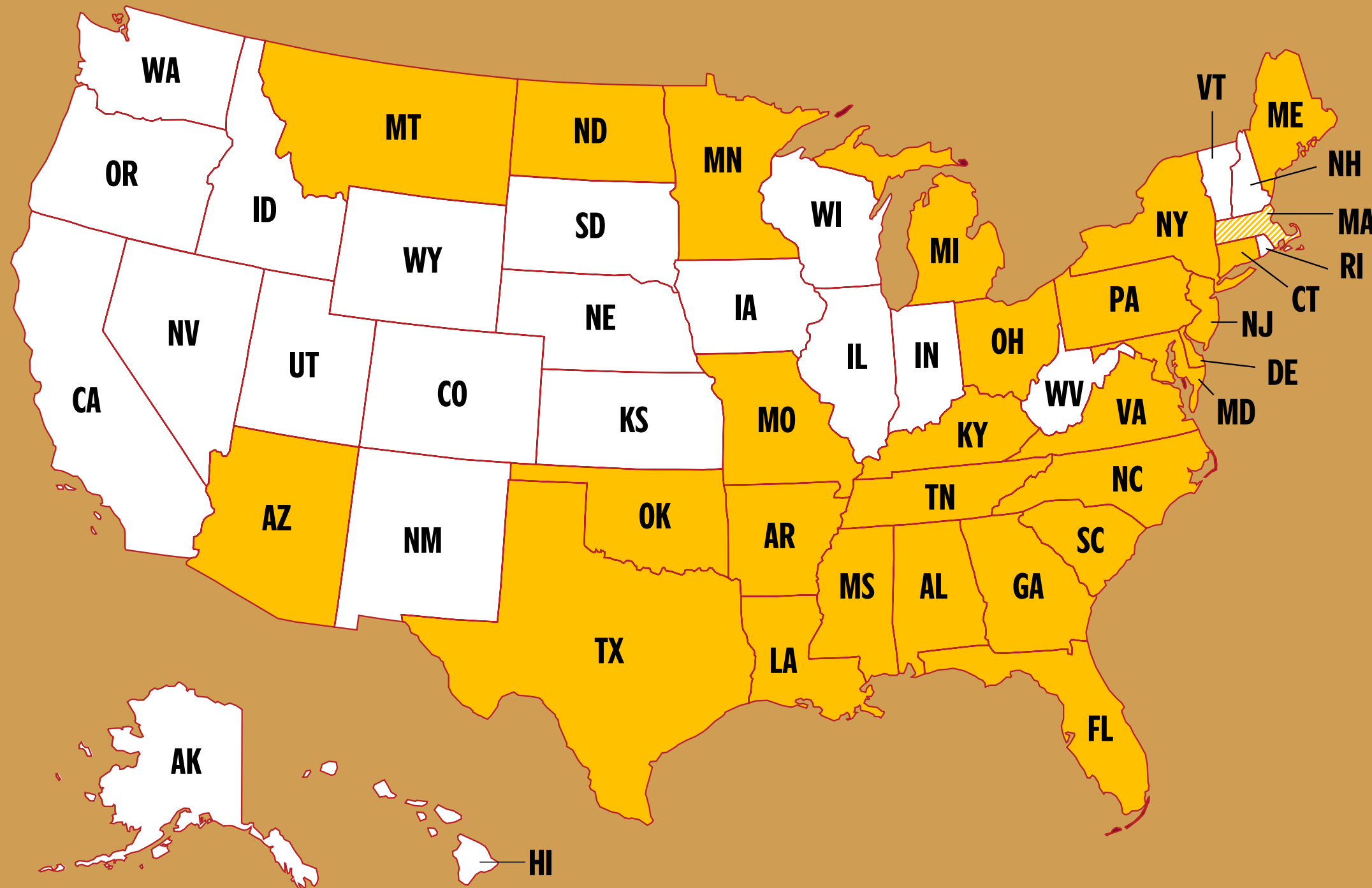
For more recipes, like this Baked Corn Casserole, visit:

SidesSeason.com

The Battle of the Carbs

Americans are torn over which side dish should be crowned the holiday favorite this season.

● MASHED POTATOES
● STUFFING / DRESSING



DID YOU KNOW?



Massachusetts is the only state that is evenly split on the debate of mashed potatoes versus stuffing.



You're more likely to hear stuffing referred to as "dressing" in **Mississippi, Alabama** and **Louisiana**.



Arkansas, Alaska and **Idaho** all prefer their sides do not to touch on their plate.



Maine, Washington and **Oregon** are the states that are most likely to get creative with their sides and are most prone to leverage leftovers to make a post-holiday sandwich.



Wyoming, Pennsylvania and **Rhode Island** are the most passionate and the happiest with eating only sides for their holiday meal.

Holiday on a budget

This holiday season, consumers are conscious of their wallets when they make their grocery list.†

LET'S TALK TURKEY

69% of consumers plan to buy the same or smaller size turkey.

52% are looking to go smaller to save money.

SIDES ARE THE STARS

90% of Americans plan to serve the same number or more side dishes this year.

OVER HALF of cooks plan to buy the best brands when cooking their holiday meal to ensure quality during the special occasion.

TRY THESE TWO BUDGET-FRIENDLY HOLIDAY RECIPES



Jacked Up Mac & Cheese, which costs under \$6 to make and serves 8.

\$6.00



Cheddar Horseradish Mashed Potatoes, which costs just under \$7.50 and serves 12.

\$7.50



Hungry for more?

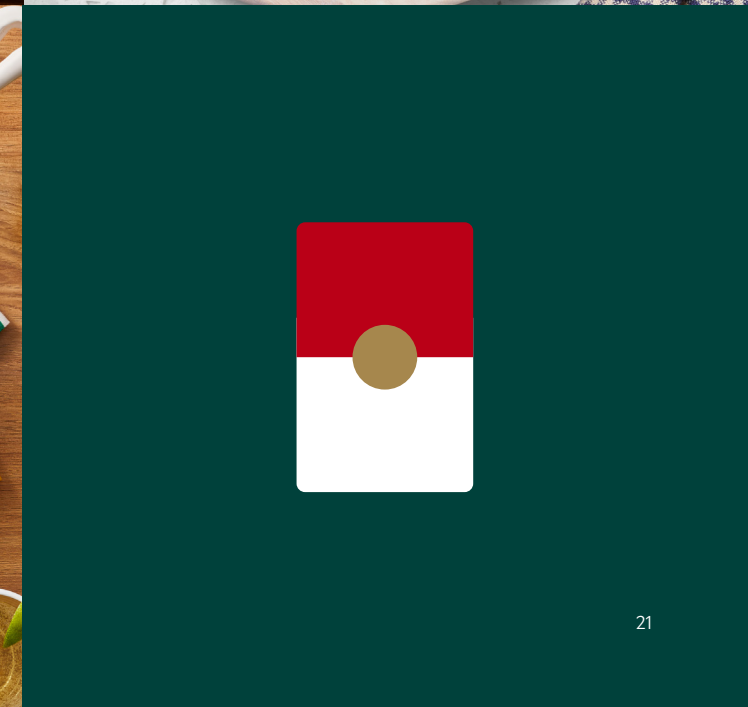
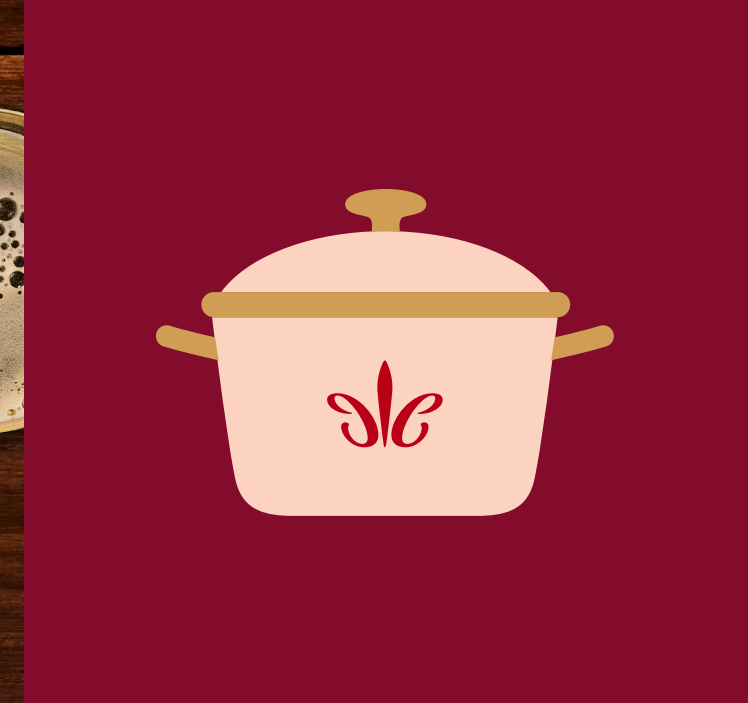
Sides season has just begun!



Holiday side dish searches reach a peak between November 20-22 and will maintain interest until the end of December.‡



Follow @Campbells on Instagram and TikTok and visit www.SidesSeason.com for holiday side dish recipe ideas.



M'm! M'm! Good!®

Campbell's

Sources:

Unless otherwise marked, all data in this State of the Sides Report is from a random double-opt-in survey commissioned by Campbell's of 5,000 Americans who celebrate Thanksgiving, evenly split by state. . It was conducted between August 19 and August 30, 2022 by market research company OnePoll, whose team members are members of the Market Research Society and have corporate membership to the American Association for Public Opinion Research (AAPOR)

*In partnership with Allrecipes

† Ipsos HolidayxValue Custom Survey 10/10/22 n=100

‡ Analysis based on earned, social and search data from September 2021 to August 2022 using MSL's Tech Stack (Quid, Newswhip, Brandwatch, TikTok, Instagram, Google Trends, SimilarWeb)