

Campbell's[®]

🍂 **STATE OF THE SIDES** 🍂

2025





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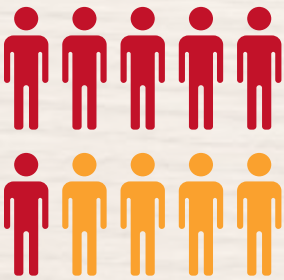
STATE OF THE SIDES

2025 REPORT

For over 150 years, Campbell's® hasn't just been a part of families' holiday meals—it's helped define them—and nothing does that better than side dishes. In fact, 81% of Americans say preparing holiday sides is how they show love for family and friends. The fourth annual State of the Sides Report is our in-depth look at how America celebrates *Sides Season™*, fueled by insights from all 50 states. From beloved classics to fresh recipe ideas, this year's report highlights the side dishes that spark tradition, create new memories and bring people closer with every bite.

Year Over Year, Sides Outshine the Turkey

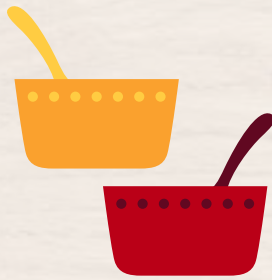
Move over turkey, one thing is clear... more Americans than ever are choosing sides over turkey.



63%

of Americans prefer eating the sides to the entrée at Thanksgiving.

↑ FROM 56% IN 2024



NEARLY HALF

(47%) admit they'd be happy with a Thanksgiving plate full of sides and nothing else.

↑ FROM 38% IN 2024



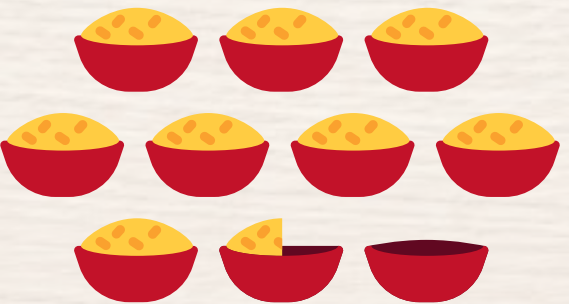
With simple prep and only 7 ingredients, this **Cheddar Corn Casserole** is a true crowd-pleaser! This recipe skips the sour cream and butter and uses Campbell's® Cheddar Cheese Soup to create a rich, savory and irresistibly moist texture.



66%

enjoy cooking the sides more than the turkey.

↑ FROM 60% IN 2024



85%

agree that leftovers are one of the best parts of Thanksgiving.



Green Bean Casserole Remains an Iconic Holiday Tradition

A holiday staple that proves *classics never go out of style.*



Want to add a meaty twist and make it your own? Try our **Bacon & Cheddar Green Bean Casserole.**

NEARLY HALF (44%) call Campbell's® **Green Bean Casserole** recipe the most iconic Thanksgiving side.

Green Bean Casserole appears on **more than half** of Thanksgiving tables nationally, and in the Midwest it's a regional superstar: **61%** say it's on their table, and **54%** call it iconic.

For loyalists, tradition is non-negotiable:

60% of those who always cook the full Thanksgiving meal say Green Bean Casserole is best when made the traditional way. Among Green Bean Casserole's top fans, that number jumps to **88%**.



75% of fans who say Green Bean Casserole is iconic start with a cream soup base, with **half** of them saying it's because it's a classic tradition.



Did you know?

This iconic side dish is celebrating its 70th anniversary this year! And Green Bean Casserole has been the **#2 most-searched dish** for three consecutive years.

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Reasons why people prefer starting their Green Bean Casserole with a cream soup base vary:

Rich texture
(48%)

Classic tradition
(46%)

"It wouldn't be Thanksgiving without it" **(24%)**

Still, 1 in 5 Americans experiment with add-ins like bacon, garlic or cheese.



Green Bean Casserole Bites

This fun and creative twist turns the beloved Thanksgiving side dish into a savory, shareable appetizer. Perfect for potlucks and holiday gatherings!

The Rise of Mac & Cheese

The side dish *redefining the modern holiday table.*



The nation is truly living in its Mac & Cheese era.

What started as the ultimate kids' table comfort dish is now pulling up a chair at the holiday table and beyond, and younger generations are leading the charge.

Mac & Cheese is the **#1 side for Gen Z (41%)**, with **70%** believing it should be a staple at every holiday meal. Millennials are right behind at **62%**—and **half of the nation** agrees. It also ranks among the **top five** favorite side dishes to enjoy as leftovers.

Its appeal stretches beyond Thanksgiving.

Nearly half of Americans want Mac & Cheese at other holiday gatherings (**62%** Gen Z, **53%** Millennials).

Customization is key.

68% switch up the cheese, **54%** add crunch with toppings and **half** say Mac & Cheese is the perfect side for personalization.

Comforting, customizable and beloved by younger generations, Mac & Cheese is rewriting the holiday menu.

Double Cheddar Mac & Cheese Bites

Made with Campbell's® Cheddar Cheese Soup, these bite-sized appetizers take everyone's favorite comfort food and turn it into a fun, poppable treat!



Did you know?

Mac & Cheese has the **highest year-over-year growth rate** of any of the top sides. (⬆️ to 20% in 2025)



Hungry to make it your own? Try Campbell's **Creamy Double Cheddar Mac & Cheese**—It's guaranteed to keep the whole table happy.

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America's Favorite Sides

Turkey may sit at the head of the table, but these five side dishes are the true Thanksgiving heroes, bringing flavor and comfort to family traditions.

Click the photos below for the recipe.



Stuffing / Dressing

➔ **STEADY AT 1ST PLACE SINCE 2024**

Stuffing/Dressing reigns supreme in 42 states and continues to be America's most-loved side. Whether baked inside the bird or served up in a casserole dish, it's the dish **no Thanksgiving table feels complete without.**



Mashed Potatoes

➔ **STEADY AT 2ND PLACE SINCE 2024**

Ranking #1 in nine states, Mashed Potatoes remain a crave-worthy classic. Smooth, buttery and endlessly versatile, it's the side dish that **satisfies the entire table.**



Sweet Potatoes

➔ **STEADY AT 3RD PLACE SINCE 2024**

Yams/Sweet Potatoes hold strong, with nearly one-quarter of Americans making them a holiday staple. From brown sugar bakes to savory twists, they're proof that **nostalgia never goes out of style.**



Mac & Cheese

⬆ **UP FROM 5TH PLACE IN 2024**

Climbing the ranks, Mac & Cheese is the official #1 side for Gen Z. Comforting, yet customizable, half of Americans say Mac & Cheese allows them to **get creative in the kitchen** with other cheeses or add ons.



Green Bean Casserole

⬇ **DOWN FROM 4TH PLACE IN 2024**

Consistently ranking in the top five, Green Bean Casserole holds its place as a holiday classic. In fact, nearly half of Americans call Green Bean Casserole the most iconic Thanksgiving side, and more than half believe it should only be made the traditional way. Whether classic or with a twist, **this crunchy-topped casserole is here to stay.**

When Holiday Style Meets Holiday Sides

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This year, it's not just about what's on the table, it's about how you (and your dish) show up to it.

Gatherings during *Sides Season*™ are as much about the look as the taste. **62%** of people care just as much about how their dish is presented as how it tastes.

Half say side dishes and serving pieces are like “accessories” to the holiday meal (**47%**).

Style confidence matters, too: **45%** feel more confident when they're happy with their outfit at a holiday gathering.

For some, fashion is the first course—**37%** say they care just as much about what they're wearing and accessorizing as what they're bringing to the table, while **25%** say their outfit deserves as much planning as their dish.



Expect the Unexpected: Traveling with Sides

One in three (33%) have had a mishap transporting a dish to a holiday gathering.

A quarter (24%) worry about keeping the right temperature during transport.

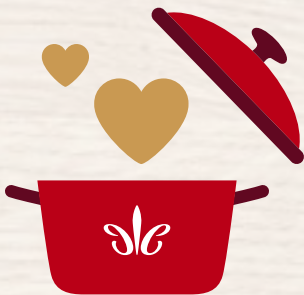
Nearly 1 in 5 (18%) stress about making sure the dish looks as good on arrival as it did at home.

Love in Every Bite

No pressure, just pride—because nothing tastes better than a dish made with love!

Preparing holiday dishes is how

81% of Americans show love for family and friends.



But let's be honest, the kitchen can feel more like a pressure cooker:

48% Nearly half of Americans (48%) admit to "perfection anxiety."

37% More than 1 in 3 (37%) worry about being judged by their guests.

The good news?

When a dish is a hit, **82%** say it inspires them to cook more. That confidence in the kitchen leads to creativity, with **64%** saying it gives them the freedom to try new dishes, especially Millennials (**72%**) and Gen Z (**68%**).

Sweet Potato Casserole Bites

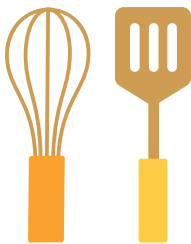
Made with a secret ingredient, Campbell's® Cream of Mushroom Soup, the traditional Thanksgiving casserole is transformed into a savory-sweet, bite-sized appetizer. A game-changer for holiday entertaining!



Cooks also have their own tricks for keeping calm before the big dinner:



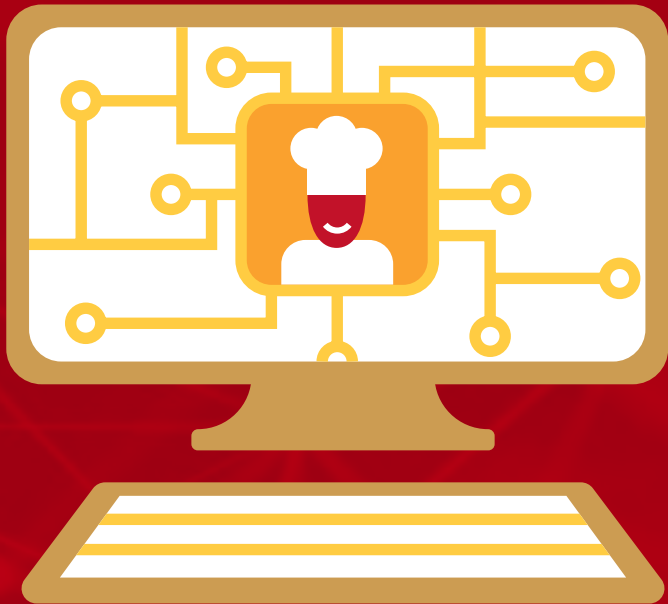
Half (50%) use humor to lighten the mood, because if the Mashed Potatoes don't fluff, at least the jokes will.



A third (34%) do a test run before the big day—practice makes perfect Stuffing!

Meet the New Sous-Chef: AI

77% turn to online sources like food/recipe websites, Pinterest and YouTube for ideas. And tech is getting an invite to dinner prep:



- **1 in 5 (22%)** have already tried generative AI for holiday planning.
- **40%** say they'd welcome AI in the kitchen this year, especially Millennials (**53%**) and Gen Z (**45%**).
- The most popular tasks where Americans would use AI? Creating shopping lists (**51%**), planning menus (**45%**) and organizing prep timelines (**40%**).

Classic at the Core

Holiday sides start with tradition, but there's *always room for a twist.*

Family recipes are the foundation of the holiday table.



77%

say family recipes always appear at Thanksgiving.



44%

swap recipes with family and friends after the meal.



53%

say a recipe handed down through families is what makes a dish feel special.



Want a fun and flavorful twist on a classic holiday side dish? Try these **Mini Cheddar Corn Casseroles**, which make a uniquely delicious appetizer or the perfect party snack.

Tradition doesn't stop cooks from experimenting.

70%

love traditional sides, but just as many are open to **trying something new.**

81%

would **modify at least one** holiday recipe.

33%

tried a brand-new side dish last year they had never made before.



Trending flavors for 2025: honey, peppers and BBQ sauce.

From grandma's stuffing to a new twist on sweet potatoes, holiday tables balance nostalgia with fresh ideas.

Casual Vibes, Creative Gatherings

From Friendsgiving to snackable spreads, holiday meals are evolving.

Thanksgiving remains the centerpiece, but new traditions are growing.

82% attend a family dinner.

44% plan to celebrate Friendsgiving.

Gatherings are getting more casual.

42% prefer snackable sides, dips or apps at non-Thanksgiving gatherings.

24% skip sit-down dinners altogether, leaning into snackable spreads.

Casual settings fuel creativity.

19% feel freer to experiment when cooking for friends.



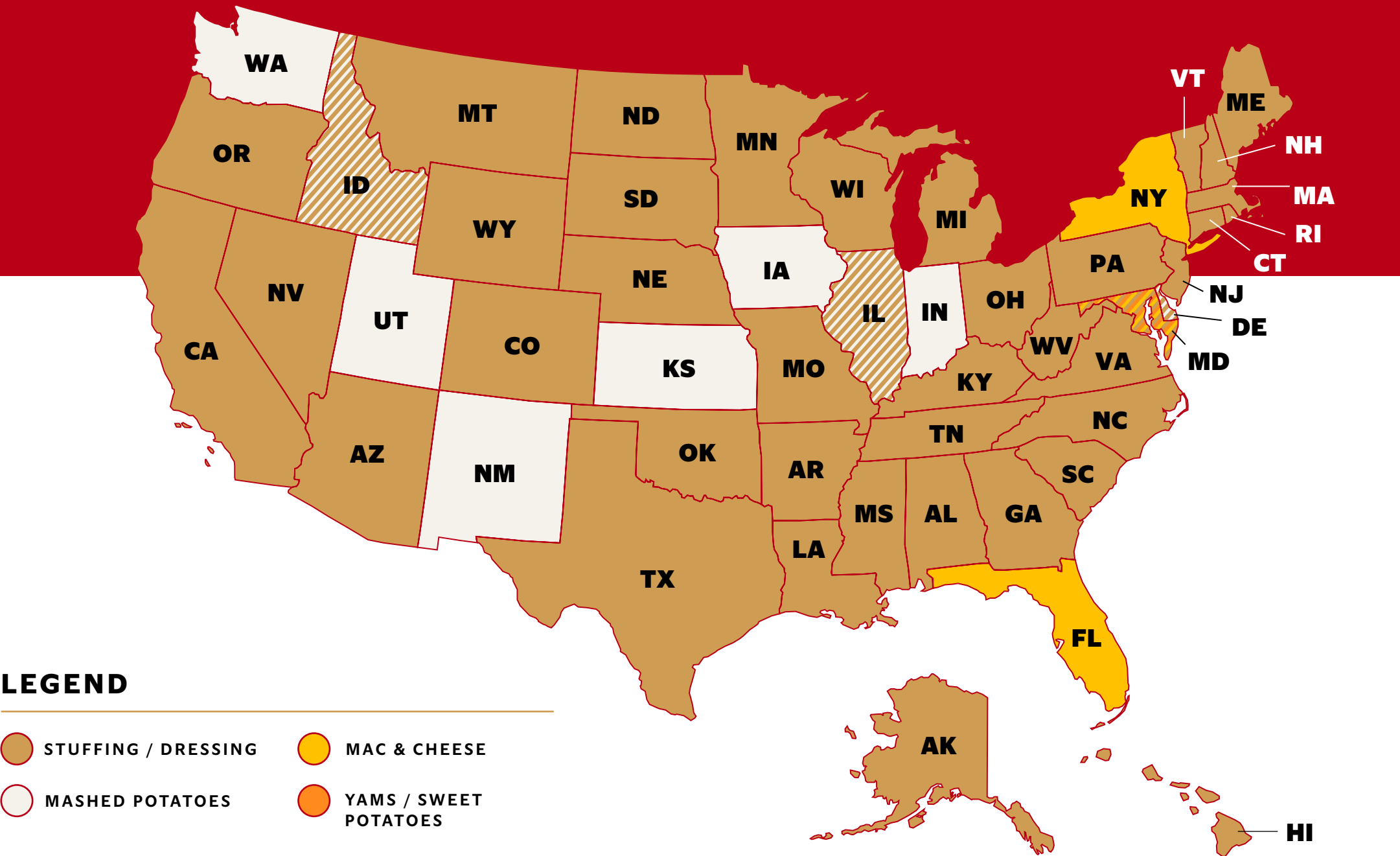
Whether formal or laid-back, *sides are at the center* of every holiday moment.



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The Sides America Can't Live Without

When it comes to Thanksgiving, America has spoken. Stuffing/Dressing still wears the crown, but every side has its loyal fanbase fighting for a spot on the plate.



DIG IN



Green Bean Casserole is a steady, strong contender for top side dish. It finds a top-three spot in 8 states and cracks the top five in 31, with Iowa, Kansas and Indiana most likely to call it a favorite.



Florida and New York went cheesy, swapping Stuffing/Dressing for Mac & Cheese as their holiday MVP.



Beyond winning #1 in Florida and New York, Mac & Cheese ranks in the top three in 19 states and is especially beloved across the South.



Indiana, Kansas, New Mexico and Washington broke from Stuffing/Dressing and crowned Mashed Potatoes their new #1.



California, West Virginia and Wyoming flipped the script in the other direction—Stuffing/Dressing took the crown back from Mashed Potatoes.



In Delaware, Idaho, Illinois and Maryland holiday tables couldn't decide... so multiple side dishes share the top spot in a tie. One thing is clear, the competition among side dishes is real this year!



Stuffing/Dressing shows up in the top three in all 50 states, with Minnesota, North Dakota and Alabama leading the charge for Stuffing superfans.



Mashed Potatoes are a top-three pick in 44 states, with Utah and New Mexico especially likely to call it their favorite. Dress it up and make it your own by adding savory **Campbell's® Mushroom Gravy** or **Campbell's® Turkey Gravy**.



Yams/Sweet Potatoes land in the top three in 24 states and take second place in big states like Arkansas, Maryland, Mississippi, New Jersey and New York.

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Hungry for more?

Share your best holiday side
dishes with us on social!

@campbells #SidesSeason

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 from July–August 2025, 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.