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.

HALF 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

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.

**CLASSIC RECIPES**

**STUFFING**

1. Savory Stuffing  
2. Vegetable Stuffing

**MASHED POTATOES**

1. Cheddar Horseradish Mashed Potatoes  
2. Everything Bagel-Seasoned Mashed Potatoes
Top five sides two ways (cont.)

Click the photos below for the recipe

**CLASSIC RECIPES**

**SWEET POTATOES**
- Streusel-Topped Sweet Potato Casserole
- Hot Honey Mashed Sweet Potatoes

**GREEN BEAN CASSEROLE**
- Green Bean Casserole
- Bacon & Cheddar Green Bean Casserole

**MAC & CHEESE**
- Baked Mac & Cheese
- Jacked Up Mac & Cheese

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.

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

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

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

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

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

You’re more likely to hear stuffing referred to as “dressing” in Mississippi, Alabama and Louisiana.

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

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.

**TRY THESE TWO BUDGET-FRIENDLY HOLIDAY RECIPES**

- **Jacked Up Mac & Cheese**, which costs under $6 to make and serves 8.
- **Cheddar Horseradish Mashed Potatoes**, which costs just under $7.50 and serves 12.
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.⁴

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