

When Do Consumers Start Planning for the Big Game?



APPETIZERS

Chicken wings, shrimp, and little smokies

Consumers prioritize planning appetizer essentials, gearing up for game day snacking extravaganzas



DIPS

Salsa, guacamole, and queso

Attention shifts to acquiring dip ingredients, ensuring a flavorful array of accompaniments for chips and other snacks



SNACKS

Chips and crackers

The weekend of the big event, shoppers complete their lineup of munchies for halftime munching and beyond



REFRESHMENTS

Beer

Beer takes center stage as consumers ensure they have an ample supply of brews on hand to quench the thirst of both die-hard fans and casual observers alike



PARTY SUPPLIES

Plasticware, napkins, and cups

Consumers focus on gathering party supplies, putting the final touches on their big game preparations for a seamless and enjoyable viewing experience

