

The Winning Basket:

A Look at Thanksgiving Retail Promotions

With over 17 million turkey shopping trips to be had, Thanksgiving is one of the largest grocery shopping events of the year. Grocers have shown they're willing to go the extra mile to drive traffic to their stores for Thanksgiving, including offering increasingly compelling promotions to drive costs down for their shoppers. The American Farm Bureau reported this year that the average cost of Thanksgiving dinner has declined steadily in recent years, and is now at the lowest level since 2010.

Numerator took a look at promotional pricing for Thanksgiving 2018 to pinpoint which retailers offered the lowest prices on a basket of common Thanksgiving products. Interestingly, new international import Lidl offered the lowest basket price this year. Across the nine Thanksgiving categories included in Numerator's study, Lidl's basket price was nearly 20% lower than the next closest grocer.

Take a look below to see the top 10 lowest promoted basket prices among over 75 U.S. grocers and mass merchants from the Thanksgiving 2018 season, and how that compared to last year's top 10.

Promotional Thanksgiving Basket Prices

2018		2017	
RETAILER	TOTAL BASKET PRICE	RETAILER	TOTAL BASKET PRICE
Lidl	\$27.85	Lidl	\$30.50
El Super	\$34.72	El Super	\$34.76
Harding's Markets	\$38.24	Hitchcock's Markets	\$37.74
Lucky (New Albertsons Inc.)	\$38.72	Jons International Marketplace	\$38.16
Superior Grocers	\$39.17	Lucky (New Albertsons Inc.)	\$38.57
Arlan's Market	\$39.36	Piggly Wiggly (Carolinas)	\$39.91
Piggly Wiggly (Carolinas)	\$39.45	Fresh Thyme Farmers Market	\$40.52
Hitchcock's Markets	\$39.50	Arlan's Market	\$40.96
Safeway (Southwest)	\$42.05	Metro Market	\$41.29
Jons International Marketplace	\$41.58	Pick 'n Save	\$41.50

Source: Numerator Promotions; **Methodology:** Numerator reviewed Thanksgiving promotions from 2017 and 2018 and concocted "baskets" from each retailer that included beer, bread/rolls, green beans, pies, potatoes, stuffing mix, sweet potatoes, turkey (per lb) and wine. Retailers were included ONLY if they had all of the listed items on promotion.

Want more insight into the Thanksgiving holiday? Reach us at:

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