

What's *Really* Happening in Game-Day Spending

Peak sports-viewing season is supposed to be predictable. The same snacks, the same drinks, the same very-serious-and-not-at-all-imaginary rituals, like wearing that lucky jersey.

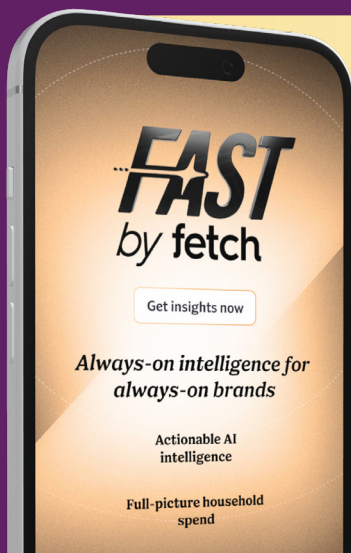
But the receipts tell a messier story: one where veggie trays show up next to wings, canned cocktails challenge beer's throne, and game-day prep looks more like a scramble than a strategy.

Here's how America *really* spends on game day.



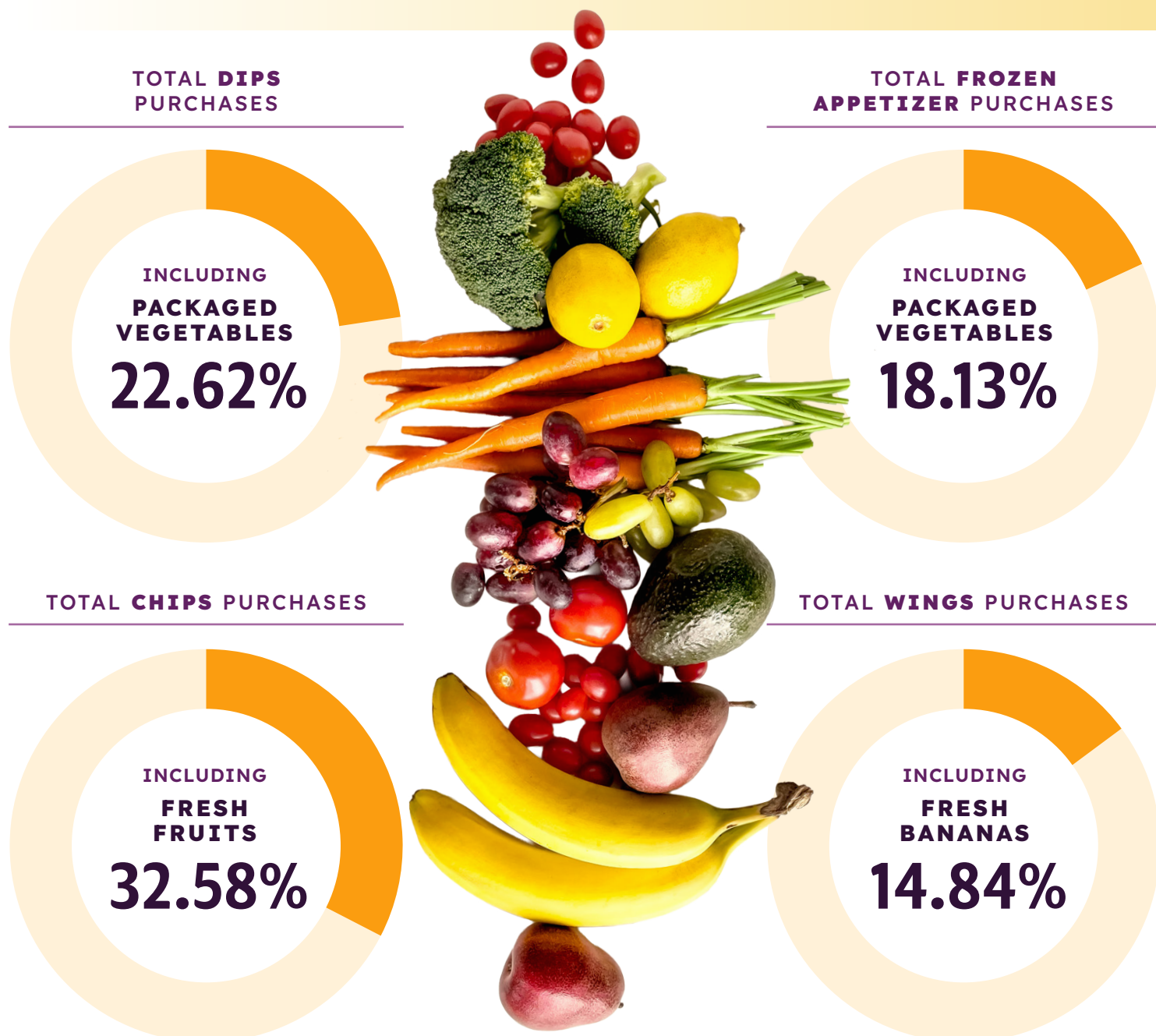
About Fetch Finds

Fetch Finds is a consumer insights series from Fetch. Our insights are powered by **billions of verified receipts** — real transactions, not projections or approximations. This report focuses on shopping around major sporting events, especially Football's Biggest Sunday, drawing from a static panel. FAST, Fetch's AI-powered insights tool, makes those transactions instantly searchable in natural language, pulling out the stories hiding in the checkout line. Every chart, quip, and curveball you're about to read started with receipts on Fetch and came to life through FAST.



#1. Veggie trays are crashing the party

Sports season is supposed to be a lawless land of cheese and carbs. But somewhere between kickoff and halftime, people decided their buffalo wings needed a responsible chaperone.



RATE OF CO-PURCHASING, WEEK OF FOOTBALL'S BIGGEST SUNDAY

2 The snack spread is playing both sides.

Nearly **one-fourth** of game-day baskets with dips also include vegetables — proof you can care about your body while *also* buying a toddler-sized jar of queso.

#2. New drinks want a seat at the table

Game-day tradition says beer should rule uncontested, clutched in every hand like a sacred, foamy relic. But the challengers have been training for their moment.



YOY UNIT CHANGE (2024-2025), TWO WEEKS PRE-FOOTBALL'S BIGGEST SUNDAY

Beer's dynasty is facing a coup.

Canned cocktails and non-alcoholic drinks are becoming game-day favorites. Beer still holds the crown, but **the field is getting crowded.**

#3. Cleaning supplies spike before the first whistle

Sports are supposed to be about snacks, commercials, and pretending you understand defensive schemes. Instead, everyone's acting like referees are coming over for a white-glove inspection.



TWO-WEEK UNIT CHANGE AHEAD OF FOOTBALL'S BIGGEST SUNDAY, 2025

Football sparks a nationwide scrub-down.

Buckets, mops, and dusters spike with **double-digit gains** leading up to game day. Nothing motivates a deep clean like the fear of someone dropping guac on your ottoman.

#4. Chicken beats pizza to the delivery end zone

Pizza is supposed to be the MVP of delivery — the dependable veteran you can count on every big game. But when it's time to place the order, chicken is getting called up.



DELIVERY RECEIPT SHARE BY CATEGORY (%)



🍕 Pizza shows up, but chicken runs the play.

Wings, tenders, and nuggets **dominate game-day delivery orders** across major sporting events. Pizza's still invited — it's just not calling the shots.



#5. Game-day shopping is a weekend scramble

In theory, people should calmly prep game-day midweek, like responsible adults planning ahead for once. Instead, weekends are the moment everyone finally checks the pantry.



MONDAY



TUESDAY



WEDNESDAY



THURSDAY



FRIDAY



SATURDAY

FROZEN
APPETIZERS



SUNDAY, GAME DAY!

TORTILLA
CHIPS



BEER



CHEESE
DIP



Top purchase day for game-day favorites, week of Football's Biggest Sunday 2025

🕒 Weekend panic-shopping is the *real* kickoff ritual.

Saturdays and Sundays drive the biggest spikes in game-day favorites — usually right after someone asks, “Wait, do we have enough food?”



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