



WHAT'S ON THE TABLE THIS CHRISTMAS?

December 2023

This year's results show our tastes have not changed and most people are opting for a ham for Christmas dinner.

Turkey has risen slightly in popularity (**7% to 12%**). The other options have not seen a significant change.

Our data comes from a statistically robust, nationally representative sample of the NZ population.

From all of us here at Research First, we hope you have the most ham-azing Christmas.

Research First are the food and fibre insights specialists. If you have a question you want to know the answer to, get in touch with Liz: liz@researchfirst.co.nz

