

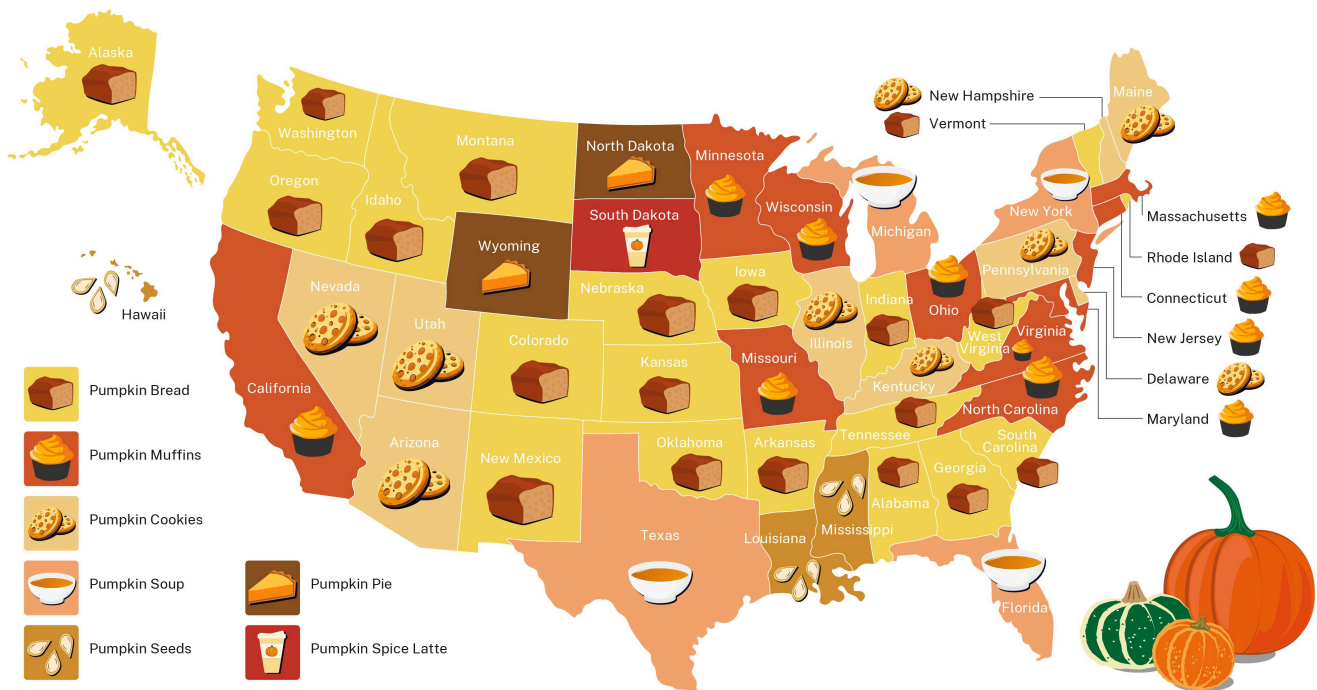


The Most Popular Pumpkin Food in Every U.S. State

As the air grows crisp and we start to dig out our scarves, America's obsession with all things pumpkin reaches its annual peak. To celebrate the fall season, we analyzed Google Trends data to find the most popular pumpkin food in every U.S. state based on what people are searching for the most.

From the traditional pumpkin pie that has graced Thanksgiving tables for generations to the modern pumpkin spice latte that marks the start of fall, our nation's love affair with this orange gourd runs deep and varies dramatically from coast to coast.

THE MOST POPULAR PUMPKIN FOOD IN EVERY U.S. STATE





Key Findings

Pumpkin bread dominates: Pumpkin bread emerges as America's most searched- for pumpkin treat, showing particularly strong interest across the South and Mountain West regions.

Pumpkin muffins take second place: Pumpkin muffins come in second place, with strong appeal in the Northeast corridor and parts of the Midwest, possibly reflecting busy lifestyles and grab-and-go breakfast culture.

Cookies round out the top three: Pumpkin cookies take the bronze, with notable presence in the Southwest and scattered appeal across various regions from Delaware to Utah.

Savory surprises: Four states search for pumpkin soup the most, demonstrating that many embrace the squash's savory side.

Seeds and specialties: Pumpkin seeds capture three states' preferences, while classic pumpkin pie leads in two states, and the trendy pumpkin spice latte tops searches in only one.

Results

Pumpkin Treats	Number of States
Pumpkin bread	20
Pumpkin muffins	11
Pumpkin cookies	9
Pumpkin soup	4
Pumpkin seeds	3
Pumpkin pie	2
Pumpkin spice Latte	1



State-by-State Breakdown

U.S States	Pumpkin Treats
Alabama	Pumpkin bread
Alaska	Pumpkin bread
Arizona	Pumpkin cookies
Arkansas	Pumpkin bread
California	Pumpkin muffins
Colorado	Pumpkin bread
Connecticut	Pumpkin muffins
Delaware	Pumpkin cookies
Florida	Pumpkin soup
Georgia	Pumpkin bread
Hawaii	Pumpkin seeds
Idaho	Pumpkin bread
Illinois	Pumpkin cookies
Indiana	Pumpkin bread
Iowa	Pumpkin bread
Kansas	Pumpkin bread
Kentucky	Pumpkin cookies
Louisiana	Pumpkin seeds
Maine	Pumpkin cookies
Maryland	Pumpkin muffins
Massachusetts	Pumpkin muffins
Michigan	Pumpkin soup
Minnesota	Pumpkin muffins
Mississippi	Pumpkin seeds
Missouri	Pumpkin muffins

Montana	Pumpkin bread
Nebraska	Pumpkin bread
Nevada	Pumpkin cookies
New Hampshire	Pumpkin cookies
New Jersey	Pumpkin muffins
New Mexico	Pumpkin bread
New York	Pumpkin soup
North Carolina	Pumpkin muffins
North Dakota	Pumpkin pie
Ohio	Pumpkin muffins
Oklahoma	Pumpkin bread
Oregon	Pumpkin bread
Pennsylvania	Pumpkin cookies
Rhode Island	Pumpkin bread
South Carolina	Pumpkin bread
South Dakota	Pumpkin spice latte
Tennessee	Pumpkin bread
Texas	Pumpkin soup
Utah	Pumpkin cookies
Vermont	Pumpkin bread
Virginia	Pumpkin muffins
Washington	Pumpkin bread
West Virginia	Pumpkin bread
Wisconsin	Pumpkin muffins
Wyoming	Pumpkin pie



America's Most Searched-for Pumpkin Treats

Pumpkin Bread

Most popular in: Alabama, Alaska, Arkansas, Colorado, Georgia, Idaho, Indiana, Iowa, Kansas, Montana, Nebraska, New Mexico, Oklahoma, Oregon, Rhode Island, South Carolina, Tennessee, Vermont, Washington, West Virginia (20 states)

Pumpkin bread stands as America's undisputed fall champion, dominating in a remarkable 20 states and claiming exactly 40% of all state preferences. This moist, spiced quick bread combines the comfort of homemade baking with the warm spices that define autumn, and typically features cinnamon, nutmeg and cloves alongside pureed pumpkin.

Its overwhelming popularity spans from Alabama to Alaska, making it the most universally loved pumpkin treat across America's diverse regional palates, with particularly strong showing in rural and traditional food culture states.

Fun fact: The rise of pumpkin bread can be traced back to early American settlers who adapted European spice bread recipes to include the pumpkins that were commonly used by Native Americans.

Pumpkin Muffins

Most popular in: California, Connecticut, Maryland, Massachusetts, Minnesota, Missouri, New Jersey, North Carolina, Ohio, Virginia, Wisconsin (11 states)

Pumpkin muffins represent the perfect marriage of convenience and seasonal flavor, with search interest strong in 11 states. These individual-sized treats pack all the warming spices of traditional pumpkin desserts into a grab-and-go format.

Notably popular along the Northeast corridor from Massachusetts to Maryland plus Midwest states and California on the West Coast, pumpkin muffins satisfy America's need for both efficiency and indulgence during rushed autumn mornings.

The muffin's strong showing in states like California, Massachusetts and Connecticut reflects regions with strong coffee cultures and fast-paced lifestyles, where a pumpkin muffin paired with morning coffee has become an autumn ritual. Many bakeries now offer variations including chocolate chip pumpkin muffins, cream cheese-filled versions and healthier alternatives with whole grains.

Fun fact: The average pumpkin muffin contains about ¼ cup of pumpkin puree, providing significant amounts of vitamin A and fiber. This makes it one of the more nutritious pumpkin treats available if made with ingredients like whole grains, healthy fats and natural sweeteners.

Pumpkin Cookies

Most popular in: Arizona, Delaware, Illinois, Kentucky, Maine, Nevada, New Hampshire, Pennsylvania, Utah (8 states)

Pumpkin cookies bring together the best of both worlds—the beloved American cookie tradition and the seasonal appeal of pumpkin spice. These soft, cake-like cookies often feature a tender crumb thanks to the moisture from pumpkin puree, and they're frequently topped with cream cheese frosting or a simple glaze.

Popular across eight diverse states from Arizona to Maine, pumpkin cookies represent a more casual approach to fall



baking that appeals to varied regional tastes. The appeal of pumpkin cookies lies in their versatility and shareability—they're perfect for school lunches, office parties, and family gatherings.

Fun fact: Pumpkin cookies stay soft longer than traditional cookies due to the natural moisture content in pumpkin puree, which can keep them fresh for up to a week when stored properly.

Pumpkin Soup

Most popular in: Florida, Michigan, New York, Texas (4 states)

Pumpkin soup represents the sophisticated, savory side of America's pumpkin obsession, popular in four major states known for their diverse culinary scenes and appreciation for both comfort food and international flavors.

This velvety soup typically combines roasted pumpkin with aromatic vegetables, herbs and often a touch of cream or coconut milk, creating an elegant dish that showcases pumpkin's versatility beyond desserts. The preference in Florida, Michigan, New York and Texas reflects cosmopolitan food cultures where diners embrace complex flavors.

Many American versions incorporate local ingredients: Florida's versions might include citrus, while Texas variations could feature southwestern spices.

Fun fact: In Haiti, soup joumou, made with pumpkins or other types of squashes, is eaten on January 1 to celebrate the country's independence.

Pumpkin Seeds

Most popular in: Hawaii, Louisiana, Mississippi (3 states)

Pumpkin seeds, or pepitas, claim the top spot in three culturally distinct states—Hawaii, Louisiana and Mississippi—representing diverse regions united by their appreciation for this crunchy, nutritious snack.

These protein-packed seeds are typically roasted with salt and spices, creating a satisfying treat that transforms what was once considered waste into a gourmet snack. The popularity in these states may reflect health-conscious eating trends and cultural influences that value using every part of ingredients.

Fun fact: Pumpkin seeds are one of the best plant-based sources of zinc and magnesium, containing more protein per ounce than most nuts, making them a favorite among health-conscious snackers.

Pumpkin Pie

Most popular in: North Dakota, Wyoming (2 states)

Perhaps surprisingly, the traditional pumpkin pie—long considered the quintessential American pumpkin dessert—only leads search interest in North Dakota and Wyoming.

This classic dessert, featuring a spiced pumpkin custard in a flaky pastry crust, has been a Thanksgiving staple since colonial times but appears to have been overshadowed by more modern, convenient pumpkin treats in most states' search patterns. Both states represent traditional, rural food cultures that maintain loyalty to time-honored recipes.

The pie's limited geographic dominance might reflect the effort and skill required to make it from scratch compared to simpler options like muffins or cookies, though it remains a beloved holiday tradition nationwide.



Fun fact: It's estimated that Americans consume over 50 million pumpkin pies during Thanksgiving week alone, yet the filling in many commercial pumpkin pies is actually made from a winter squash called Dickinson pumpkin, which is smoother and more flavorful than traditional jack-o'-lantern pumpkins.

Pumpkin Spice Latte

Most popular in: South Dakota (1 state)

The pumpkin spice latte, despite its massive cultural impact and status as the unofficial drink of fall, only leads in one state—South Dakota—revealing perhaps the most surprising finding in our entire study.

This coffee drink, which combines espresso with steamed milk and pumpkin pie spices, revolutionized seasonal beverages when Starbucks introduced it in 2003, spawning countless memes and cultural references, yet its singular geographic preference shows a fascinating disconnect between viral cultural phenomena and actual consumer search behavior.

The PSL phenomenon transformed how Americans think about seasonal flavors in beverages, inspiring pumpkin spice everything from cereals to candles.

Fun fact: The original pumpkin spice latte didn't actually contain any pumpkin—it was just pumpkin pie spices until Starbucks added pumpkin puree to the recipe in 2015 after years of customer requests and social media campaigns demanding "real pumpkin."

Methodology and Sources

This ranking was determined using Google Trends data collected over the past 12 months, focusing on relative search interest in a list of 30+ pumpkin-based foods and beverages. Each state's most-searched pumpkin food was identified based on peak search interest compared across all options.

Search terms analyzed include both traditional and modern pumpkin items — from pumpkin pie and muffins to pumpkin spice lattes and savory dishes like pumpkin ravioli and curry. Results reflect the dominant pumpkin preference in each state for 2025.

CEO Commentary

"The data tells such a compelling story about American food culture—pumpkin bread's dominance in 20 states suggests that despite all our pumpkin innovations, the U.S. is still a nation that craves homestyle comfort food."

- Arne Preuss, Coffeeness CEO

About Coffeeness

Established in 2008 by Arne Preuss, Coffeeness is a comprehensive resource for coffee enthusiasts. It offers detailed reviews and comparisons of coffee-related devices -- from semi-automatic espresso machines to coffee grinders -- to help consumers make informed purchasing decisions.