



Super Bowl Snacks by State: Popular & Healthy Searches

The Super Bowl is more than just a championship game—it's one of the biggest food events of the year in the United States. As millions of Americans gather around their televisions to watch the big game, they're also searching online for the perfect snacks to serve at their Super Bowl parties.

To understand what Americans are really craving for game day, we analyzed Google search data to identify the most popular Super Bowl snacks across all 50 states and Washington, D.C. The results reveal regional patterns, surprising favorites and the ongoing tension between indulgence and health-consciousness during America's unofficial food holiday.

Key Findings

Top Popular Snack: Buffalo chicken dip emerged as the overwhelming favorite snack, claiming the top spot in 31 states. This creamy, spicy dip has become synonymous with Super Bowl parties across most of the country, especially in the South and on the East Coast.

Top Healthy Snack: When it comes to healthier options, hard boiled eggs were the most searched snack in 27 states. This protein-packed option may appeal to health-conscious Super Bowl hosts looking for nutritious alternatives.

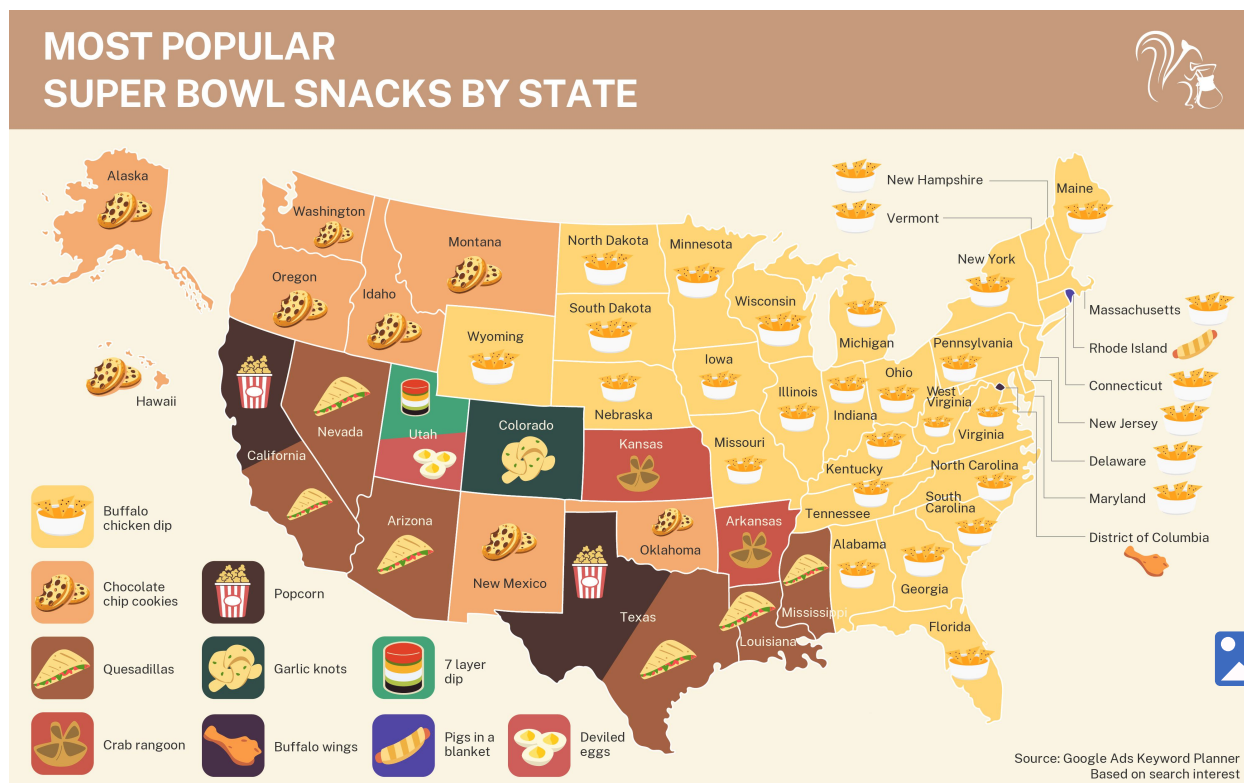
Regional Preferences: Chocolate chip cookies were the top popular snack in eight states, primarily in the Northwest and Mountain regions. Meanwhile, quesadillas claimed the top spot in six states, showing strong preference in the Southwest and South.

Fresh Food Favorites: Pico de gallo ranked as the top nutritious snack in 14 states, particularly along the East Coast and in states with significant Hispanic populations. This fresh salsa represents a growing interest in lighter, vegetable-based options.

Cowboy Caviar: Cowboy caviar, a Southwestern-inspired bean and vegetable salad, ranked as the top healthy snack in four states, including two in the Midwest.



The Most Searched Popular Super Bowl Snacks by State



States	Popular Snacks
Alabama	Buffalo chicken dip
Alaska	Chocolate chip cookies
Arizona	Quesadillas
Arkansas	Crab rangoon
California	Popcorn and quesadillas
Colorado	Garlic knots
Connecticut	Buffalo chicken dip
Delaware	Buffalo chicken dip
District of Columbia	Buffalo wings
Florida	Buffalo chicken dip
Georgia	Buffalo chicken dip
Hawaii	Chocolate chip cookies

Idaho	Chocolate chip cookies
Illinois	Buffalo chicken dip
Indiana	Buffalo chicken dip
Iowa	Buffalo chicken dip
Kansas	Crab rangoon
Kentucky	Buffalo chicken dip
Louisiana	Quesadillas
Maine	Buffalo chicken dip
Maryland	Buffalo chicken dip
Massachusetts	Buffalo chicken dip
Michigan	Buffalo chicken dip
Minnesota	Buffalo chicken dip
Mississippi	Quesadillas



Missouri	Buffalo chicken dip
Montana	Chocolate chip cookies
Nebraska	Buffalo chicken dip
Nevada	Quesadillas
New Hampshire	Buffalo chicken dip
New Jersey	Buffalo chicken dip
New Mexico	Chocolate chip cookies
New York	Buffalo chicken dip
North Carolina	Buffalo chicken dip
North Dakota	Buffalo chicken dip
Ohio	Buffalo chicken dip
Oklahoma	Chocolate chip cookies
Oregon	Chocolate chip cookies

Pennsylvania	Buffalo chicken dip
Rhode Island	Pigs in a blanket
South Carolina	Buffalo chicken dip
South Dakota	Buffalo chicken dip
Tennessee	Buffalo chicken dip
Texas	Quesadillas and popcorn
Utah	7 layer dip and deviled eggs
Vermont	Buffalo chicken dip
Virginia	Buffalo chicken dip
Washington	Chocolate chip cookies
West Virginia	Buffalo chicken dip
Wisconsin	Buffalo chicken dip
Wyoming	Buffalo chicken dip

Popular Snacks	Number of States
Buffalo chicken dip	31
Chocolate chip cookies	8
Quesadillas	6
Crab rangoon	2
Popcorn	2
Garlic knots	1
Buffalo wings	1
7 layer dip	1
Pigs in a blanket	1
Deviled eggs	1



1. Buffalo Chicken Dip

Buffalo chicken dip has cemented its status as America's favorite Super Bowl snack, dominating search results in 31 states across various parts of the country.

This creamy combination of shredded chicken, tangy buffalo sauce, cream cheese and melted cheese creates an irresistible party staple that keeps guests coming back for more. The dip's universal appeal spans geographic, cultural and demographic boundaries, making it the closest thing to a national Super Bowl snack.

The popularity of buffalo chicken dip reflects Americans' love for bold, spicy flavors combined with rich, comforting textures. It's endlessly versatile—served with tortilla chips, crackers, celery sticks, or fresh bread—and can be prepared ahead of time, making it ideal for busy hosts.

Fun Fact: Buffalo chicken dip typically contains around 150-200 calories per serving, but some people consume 2-3 servings during a single game, making it one of the most calorie-dense Super Bowl snacks.

2. Chocolate Chip Cookies

Chocolate chip cookies rank as the top popular snack in eight states, including Alaska, Hawaii, Idaho, Montana, New Mexico, Oklahoma, Oregon and Washington.

The appeal of chocolate chip cookies for Super Bowl parties is undeniable. They're easy to make in large batches, beloved by guests of all ages and provide a satisfying sweet note to balance out salty snacks and spicy dips. Whether homemade or store-bought, chocolate chip cookies add a comforting, familiar element to any Super Bowl gathering.

Their popularity in more rural and Western states might also reflect regional baking traditions where homemade treats remain central to social gatherings.

Fun Fact: It's said that Americans consume billions of cookies—with some estimates reaching 7 billion—each year, so it's not surprising they're a popular choice for Super Bowl parties.

3. Quesadillas

Quesadillas claim the top spot for popular snacks in six states, with particularly a strong showing in the Southwest and South, including Arizona, Louisiana, Mississippi, Nevada, and appearing alongside other popcorn in California and Texas.

The concentration of quesadilla searches in Southwestern states aligns with the region's strong Hispanic culinary influences and reflects the influence of Mexican-inspired cuisine in American food culture.

This melted cheese-filled tortilla delight offers a customizable option that can accommodate various tastes and dietary preferences at Super Bowl parties.

Fun Fact: This snack's name translates to "little cheesy thing". However, despite common assumptions, not all quesadillas contain cheese, especially in Mexico City.

Other Notable Popular Snacks

Beyond the top three, several other snacks captured top search spots in individual states, revealing unique local preferences.

Crab rangoon, the crispy wonton filled with cream cheese and imitation crab, was the most searched snack in both Arkansas and nearby Kansas. This Chinese-American appetizer's popularity shows how fusion cuisine has permeated even traditional game day spreads.

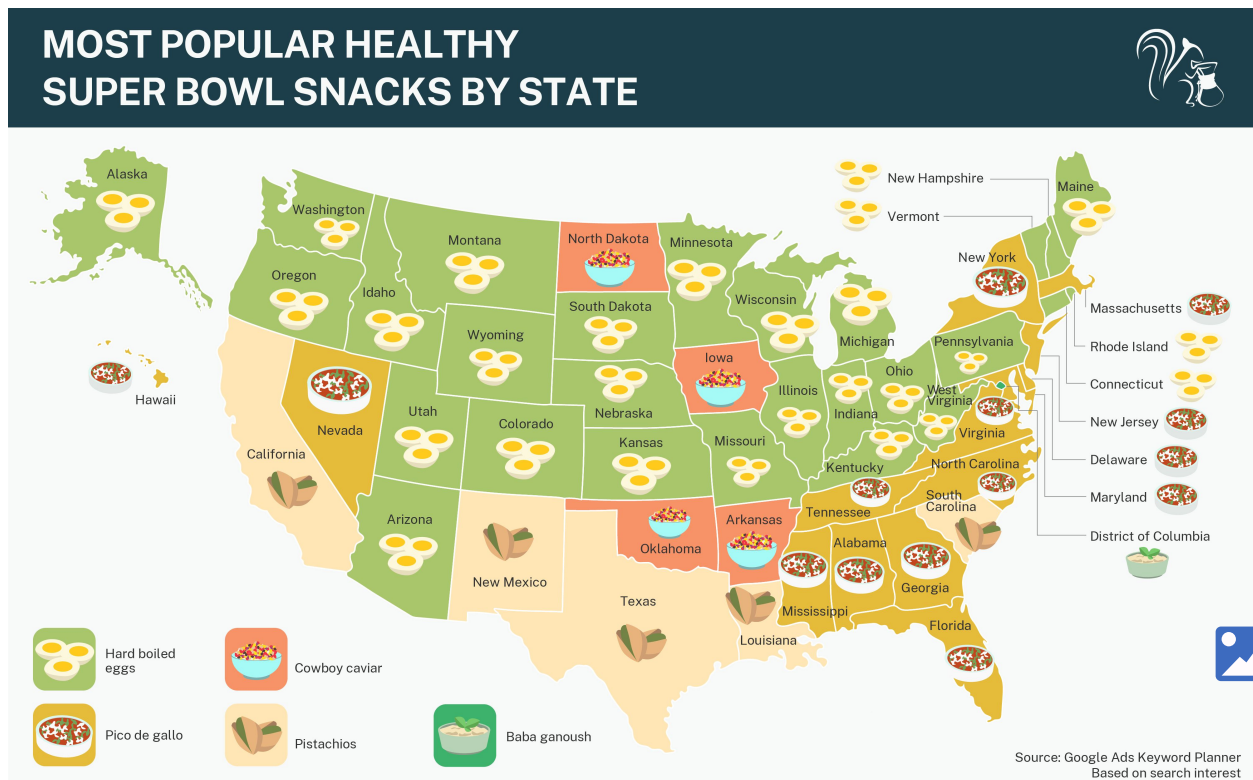


Rhode Island stood out as the only state where pigs in a blanket claimed the top spot, suggesting a preference for classic, nostalgic finger foods. Colorado's top search for garlic knots reflects the state's appreciation for Italian-inspired appetizers, while Washington, D.C. distinguished itself with buffalo wings as the most searched snack, staying true to the original buffalo-flavored format rather than the dip variation.

Finally, Utah showed searches for both seven-layer dip and deviled eggs as top options, while California and Texas demonstrated diverse preferences with searches for both popcorn and quesadillas.

These variations highlight how different states approach Super Bowl snacking, with some preferring simpler, single-ingredient options while others seek more complex, layered dishes.

The Most Searched Healthy Super Bowl Snacks By State





States	Healthy snacks
Alabama	Pico de gallo
Alaska	Hard boiled eggs
Arizona	Hard boiled eggs
Arkansas	Cowboy caviar
California	Pistachios
Colorado	Hard boiled eggs
Connecticut	Hard boiled eggs
Delaware	Pico de gallo
District of Columbia	Baba ganoush
Florida	Pico de gallo
Georgia	Pico de gallo
Hawaii	Pico de gallo
Idaho	Hard boiled eggs
Illinois	Hard boiled eggs
Indiana	Hard boiled eggs
Iowa	Cowboy caviar
Kansas	Hard boiled eggs
Kentucky	Hard boiled eggs
Louisiana	Pistachios
Maine	Hard boiled eggs
Maryland	Pico de gallo
Massachusetts	Pico de gallo
Michigan	Hard boiled eggs
Minnesota	Hard boiled eggs
Mississippi	Pico de gallo

Missouri	Hard boiled eggs
Montana	Hard boiled eggs
Nebraska	Hard boiled eggs
Nevada	Pico de gallo
New Hampshire	Hard boiled eggs
New Jersey	Pico de gallo
New Mexico	Pistachios
New York	Pico de gallo
North Carolina	Pico de gallo
North Dakota	Cowboy caviar
Ohio	Hard boiled eggs
Oklahoma	Cowboy caviar
Oregon	Hard boiled eggs
Pennsylvania	Hard boiled eggs
Rhode Island	Hard boiled eggs
South Carolina	Pistachios
South Dakota	Hard boiled eggs
Tennessee	Pico de gallo
Texas	Pistachios
Utah	Hard boiled eggs
Vermont	Hard boiled eggs
Virginia	Pico de gallo
Washington	Hard boiled eggs
West Virginia	Hard boiled eggs
Wisconsin	Hard boiled eggs
Wyoming	Hard boiled eggs



Popular Healthy snacks	Number of States
Hard boiled eggs	27
Pico de gallo	14
Pistachios	5
Cowboy caviar	4
Baba ganoush	1

1. Hard Boiled Eggs

Hard boiled eggs dominated the healthy snack category, ranking as the top healthy Super Bowl snack in an impressive 27 states. The widespread popularity of protein-rich hard boiled eggs demonstrates a national trend toward incorporating healthier options into traditionally indulgent Super Bowl spreads.

The appeal of hard boiled eggs for game day is multifaceted. They're incredibly easy to prepare in large batches, naturally portion-controlled and packed with protein and essential nutrients. They can be served plain, seasoned with salt and pepper, transformed into deviled eggs, or sliced onto salads and veggie trays.

Their versatility and convenience make them an ideal healthy option for hosts who want to offer simple, nutritious choices without spending hours in the kitchen.

Fun Fact: A single hard boiled egg contains about 6 grams of high-quality protein and around 77 calories, making it one of the most nutrient-dense snack options available for Super Bowl parties.

2. Pico de Gallo

Pico de gallo emerged as the second most popular healthy snack, ranking first in 14 states primarily along the East Coast and in areas with significant Hispanic populations. This fresh salsa made from diced tomatoes, onions, cilantro, jalapeño and lime juice offers a bright, refreshing contrast to heavier Super Bowl fare.

The popularity of pico de gallo reflects growing interest in fresh, vegetable-based options that deliver bold flavor without excess calories or unhealthy fats. It pairs perfectly with tortilla chips, can top grilled meats or quesadillas and adds a fresh element to any snack spread.

Fun Fact: Pico de gallo literally translates to "rooster's beak" in Spanish, though the exact origin of this name remains debated among food historians. Some suggest it refers to the pecking motion used when eating it with your thumb and forefinger.

3. Pistachios

Pistachios ranked as the top healthy snack in five states: California, Louisiana, New Mexico, South Carolina and Texas.



This nutrient-dense nut offers a sophisticated alternative to traditional Super Bowl snacks, providing healthy fats, protein and fiber in a convenient, shell-on format that naturally encourages mindful eating. The popularity of pistachios suggests an appreciation for simple, wholesome snacks that don't require preparation.

Pistachios are ideal for Super Bowl parties because they're self-contained, easy to serve in bowls throughout the viewing area, and the act of shelling them provides entertainment and slows down consumption.

Fun Fact: California produces 99% of the pistachios grown commercially in the United States, which may explain why pistachios ranked as the top healthy snack in the Golden State.

Other Notable Healthy Snacks

Cowboy caviar, a colorful mixture of black-eyed peas, black beans, corn, bell peppers and a tangy vinaigrette, claimed the top healthy snack spot in four states: Arkansas, Iowa, North Dakota and Oklahoma. This Southwestern-inspired dish offers a festive, flavorful healthy option that looks impressive on any snack table while delivering fiber, protein, and veggies.

Washington, D.C. stood out as the only location where baba ganoush, the Middle Eastern eggplant dip, was the most searched healthy snack. This reflects the capital's diverse, internationally influenced food culture.

The dominance of hard boiled eggs across so many states, combined with the regional popularity of fresh salsas, nuts, and bean-based dishes, demonstrates that Americans are increasingly seeking healthier Super Bowl snack options.

However, the significantly smaller variety of healthy snacks compared to the more indulgent suggests that indulgence still rules on game day, with healthy choices serving as complements rather than centerpieces of Super Bowl spreads.

Methodology & Sources

This study analyzed Google Ads Keyword Planner data from December 2024 through March 2025 to identify the most searched Super Bowl snacks across all 50 U.S. states and Washington, D.C.

We examined search volume data for a comprehensive list of popular game day snacks and categorized them based on their nutritional profiles.

For each state, we identified the single highest-search-volume popular snack and the single highest-search-volume healthy snack. In cases where states showed equal search volumes for multiple snacks, both options were noted.

This data reflects search interest and intent rather than actual consumption patterns, providing insight into what Americans are planning and considering for their Super Bowl parties rather than definitive consumption statistics.

The timeframe of December through March captures the full Super Bowl season, including early planning stages through post-game searches.



CEO Commentary

What catches my attention is how people are searching for healthier options alongside those indulgent Super Bowl classics. It could mean a shift toward more variety, and a longing for something crunchy, fresh or vitamin-rich to balance out the spread.

In any case, the best Super Bowl spread has something for everyone, whether that's a crispy, indulgent quesadilla or something low-calorie and nutrient-packed.

Arne Preuss, Coffeeness CEO

About Coffeeness

Established in 2008 by Arne Preuss, [Coffeeness](http://www.coffeeness.de) 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.