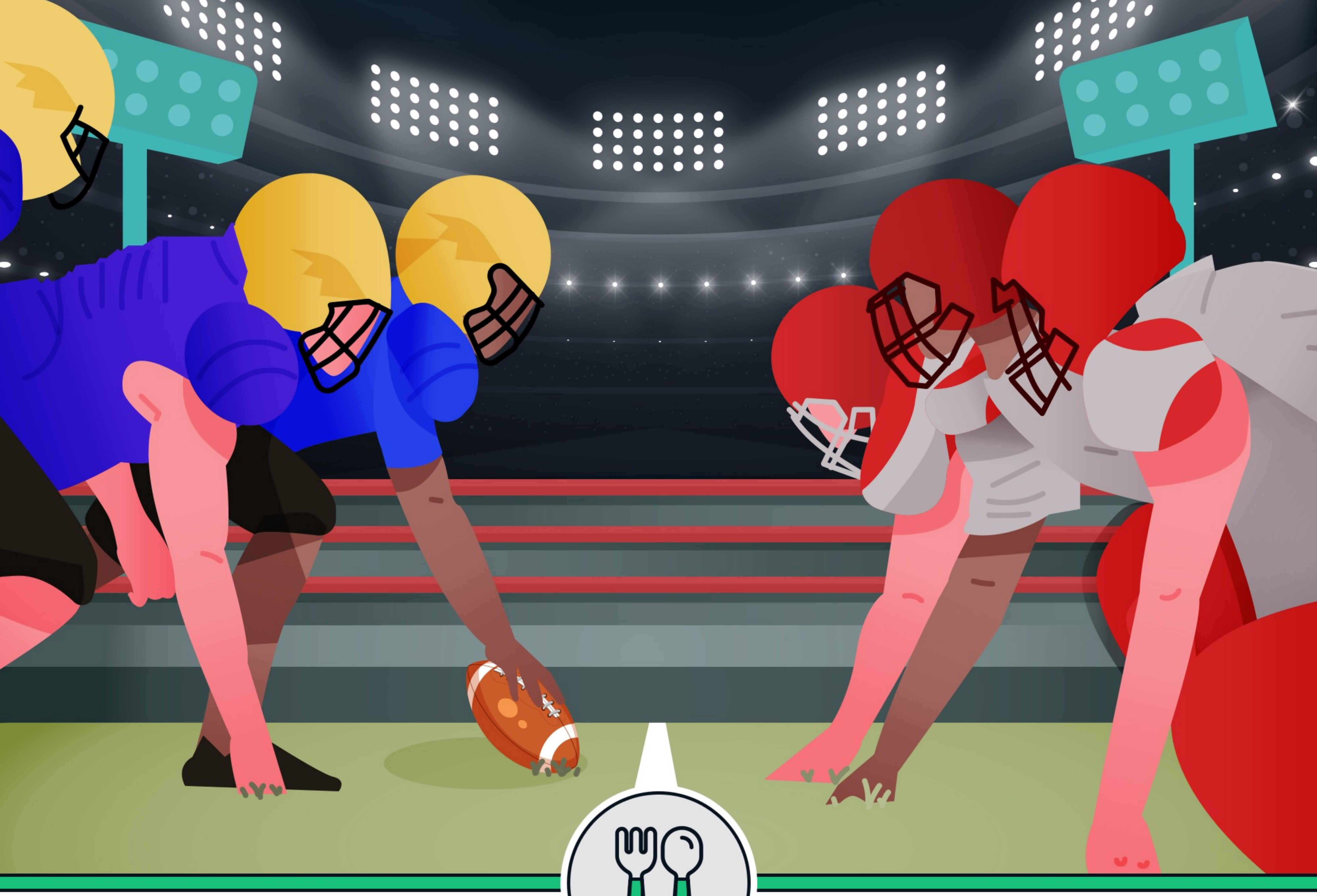


# Super Bowl

## 2024



Super Bowl Day is the second-biggest eating day of the year for Americans.



**325.5 MILLION** gallons consumed



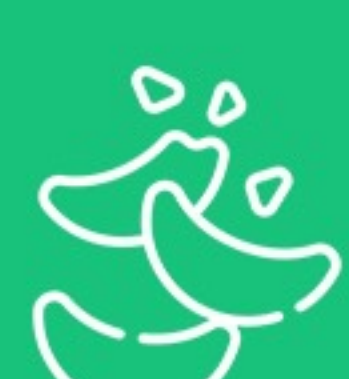
Enough to fill 492 Olympic-sized swimming pools



**\$1.3 BILLION** spent on beer



\$2.37 million spent on soda



**29 MILLION** pounds of chips



**88 MILLION POUNDS** cheese consumed

**\$4.5 MILLION** spent on cheese



**4 MILLION** pounds of pretzels



**3.8 MILLION** pounds of popcorn



**2.5 MILLION** pounds of nuts

**\$387,872,71**



**12.5 MILLION** pizzas consumed

**\$130 MILLION**



**1.38 BILLION** wings consumed

**\$2.07 BILLION**



**60%** of all the take-out orders this weekend are pizza.



In 2015,

**114.4**

**MILLION VIEWERS** watched Super Bowl XLIX, making it the most-watched edition of all time.



**LAST YEAR**

Super Bowl LVII brought in an average audience of **8.6 MILLION VIEWERS IN CANADA**

2023



+6%

2022



### 30-SECOND SUPER BOWL AD PRICE



In 1967

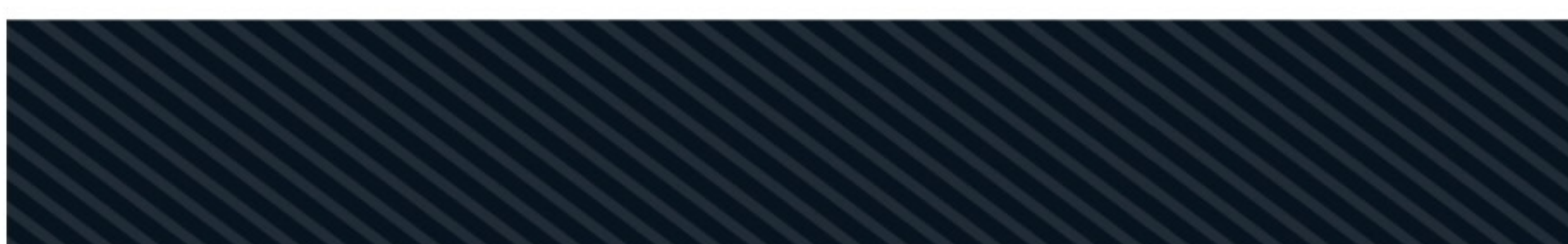


In 2024

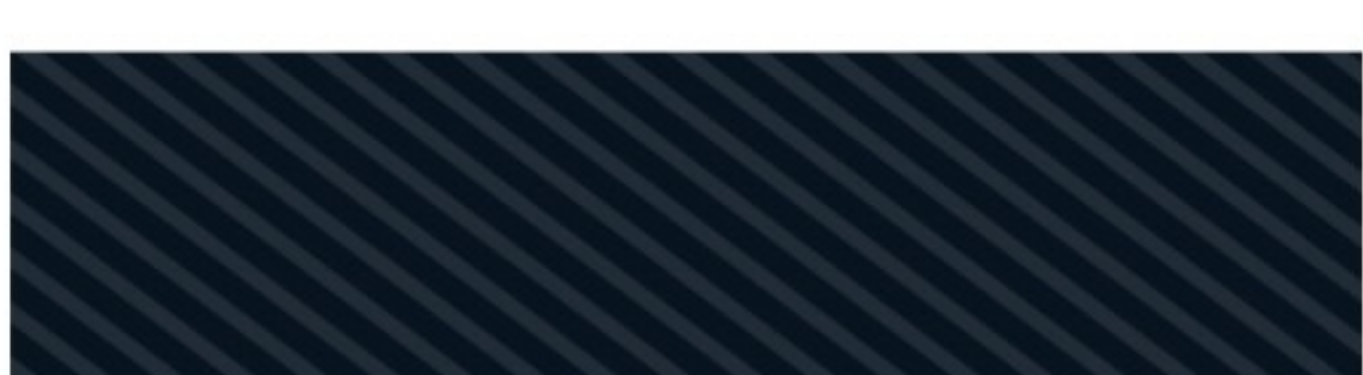
Budweiser is the company that has purchased the most Super Bowl Ads of all time, with a total of 142!



**142**



**97**



**54**

Sources:  
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