PISSED consumer

Holiday Shopping Trends 2025:

How Inflation & Economic Factors Are Shaping Consumer Spending

PissedConsumer.com Survey

Synopsis

As the 2025 holiday shopping season begins, retailers can expect to see changes. Consumers face a mix of ongoing & new economic concerns related to inflation and tariffs. How will those increased prices impact budgets and where people choose to shop?

PissedConsumer.com asked consumers about their changing budgets, what they're looking for from retailers this holiday season, and more related to this year's holiday shopping trends.

Key Insights

Here are key holiday shopping insights from the 2025 PissedConsumer.com survey:

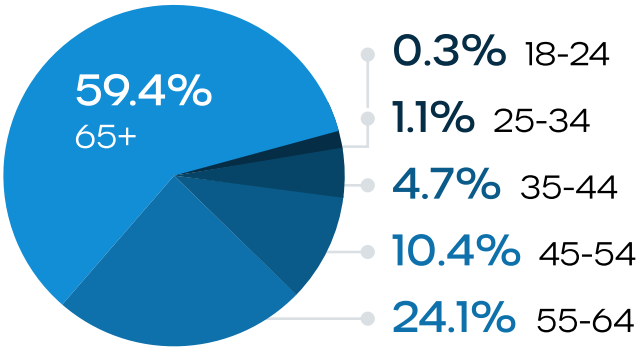
- Fewer consumers (64.9%) are concerned about inflation this holiday shopping season compared to 2024 (74.1%).
- Tariffs pose a new economic concern, with 63% of shoppers worried tariffs could raise prices.
- 2025 holiday shopping budgets decreased, with 30% planning to spend $500-$999 (vs. 31.2% in 2024) and 25% planning to spend $1,000+ (vs. 30.3% in 2024).
- Black Friday is losing relevance with holiday shoppers, with only 14.2% finding it still "very relevant."
- Fewer consumers plan to shop this holiday season (57.7% in 2025 vs 67.7% in 2024).

Methodology

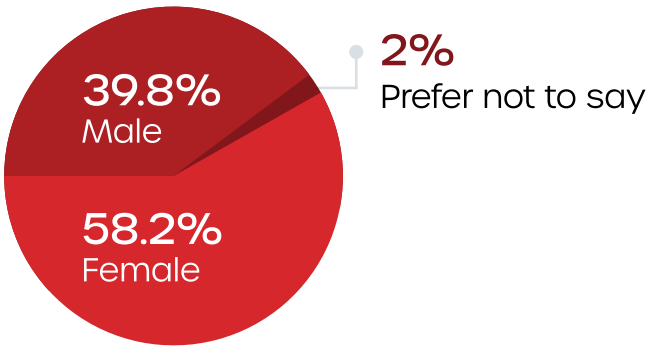
Online review and reputation management platform PissedConsumer.com conducted an online survey of 1,058 of its website users to gain insights into holiday shopping in 2025.

The survey was conducted in September 2025.

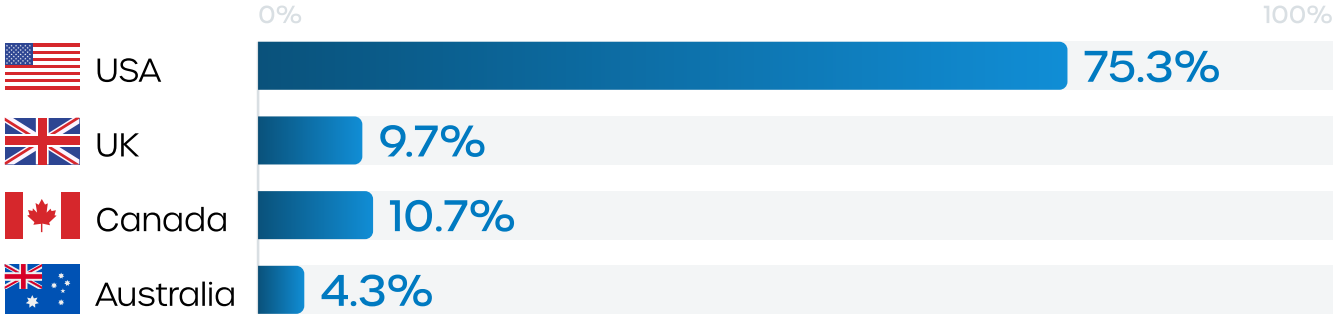
Age:



Gender:



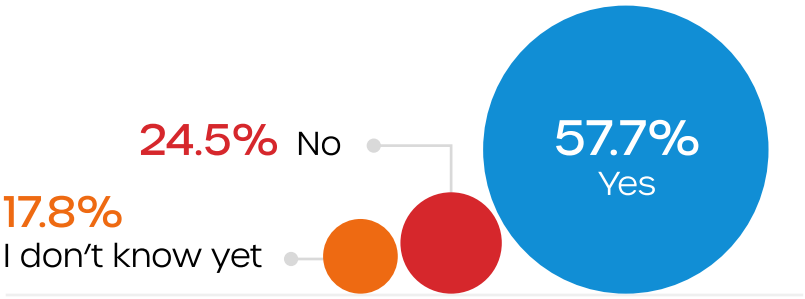
Country:



Fewer Consumers Plan to Shop for the Holidays this Year

While the majority of respondents to our survey (57.7%) say they plan to shop this holiday season, that's fewer than the 67.7% who reported plans to shop for the holidays in our 2024 holiday shopping survey.

Do you plan to shop this holiday season?



Did you know?

25% of consumers don't plan to shop during the 2025 holiday season.

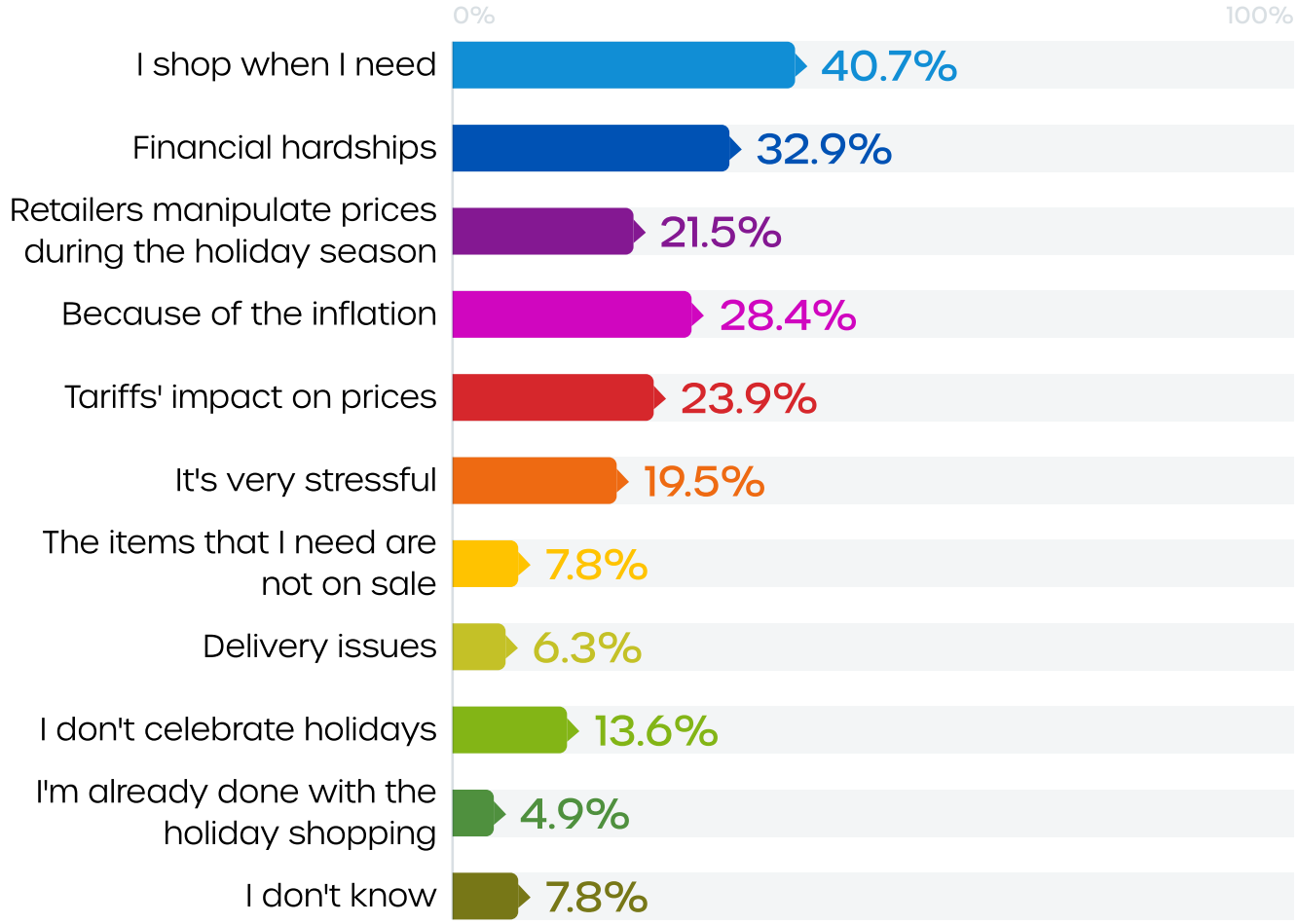
Financial & Economic Concerns Could Impact Holiday Shopping

From personal financial hardship (32.9%) to broader economic concerns, including inflation (28.4%) & tariffs (23.9%), **consumers are cutting back on holiday shopping.** Another 21.5% of consumers report less interest in spending due to the belief that retailers manipulate prices to take advantage of holiday shoppers.

Did you know?

19.5% of consumers plan to skip holiday shopping this year due to stress.

If you don't plan to shop during holiday shopping events, what are the reasons?



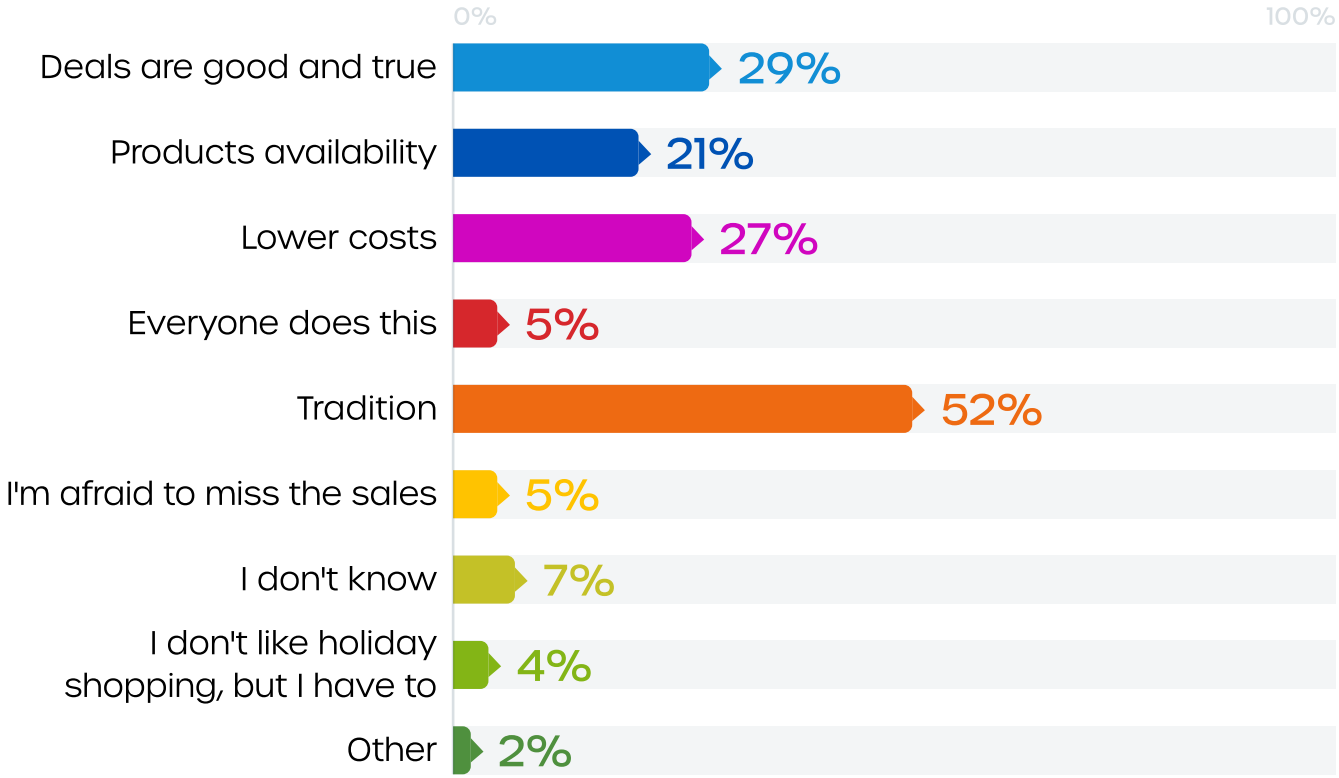
Holiday Shoppers Love Sales & Savings

With key deals (29%), lower costs in general (27%), and a fear of missing out on good sales (5%) reported as reasons consumers plan to spend this year, **saving money is still a favorite aspect of holiday shopping.**

Did you know?

52% of consumers say one of the things they like most about holiday shopping is **tradition.**

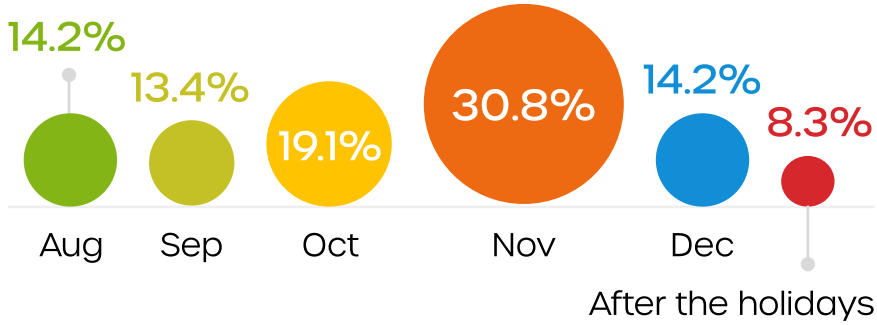
What do you like the most about holiday shopping?



Most Holiday Shoppers Start Early

November is the most popular month to start holiday shopping, according to 30.8% of survey respondents, with October being the second most popular month at 19.1%. Another 27.6% of consumers say they start holiday shopping even earlier, in September & August.

When usually do you start your holiday shopping?



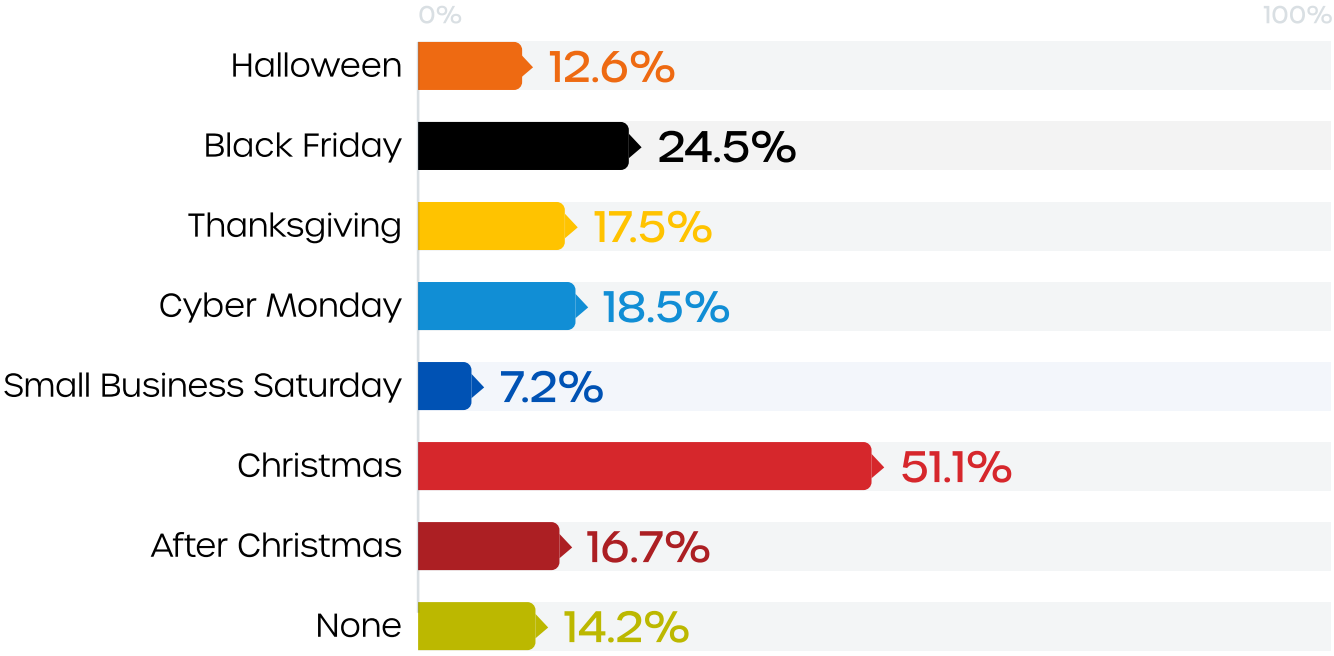
Did you know?

More than **77% of shoppers** will start their holiday **shopping before December.**

Cyber Monday Sales Expected to Lag Behind Black Friday

While **24.5% of consumers report they expect to shop on Black Friday** this year, only 18.5% plan to buy on Cyber Monday. However, another 17.5% of people say they'll shop earlier, on Thanksgiving.

What event do you choose for holiday shopping this year?



Did you know?

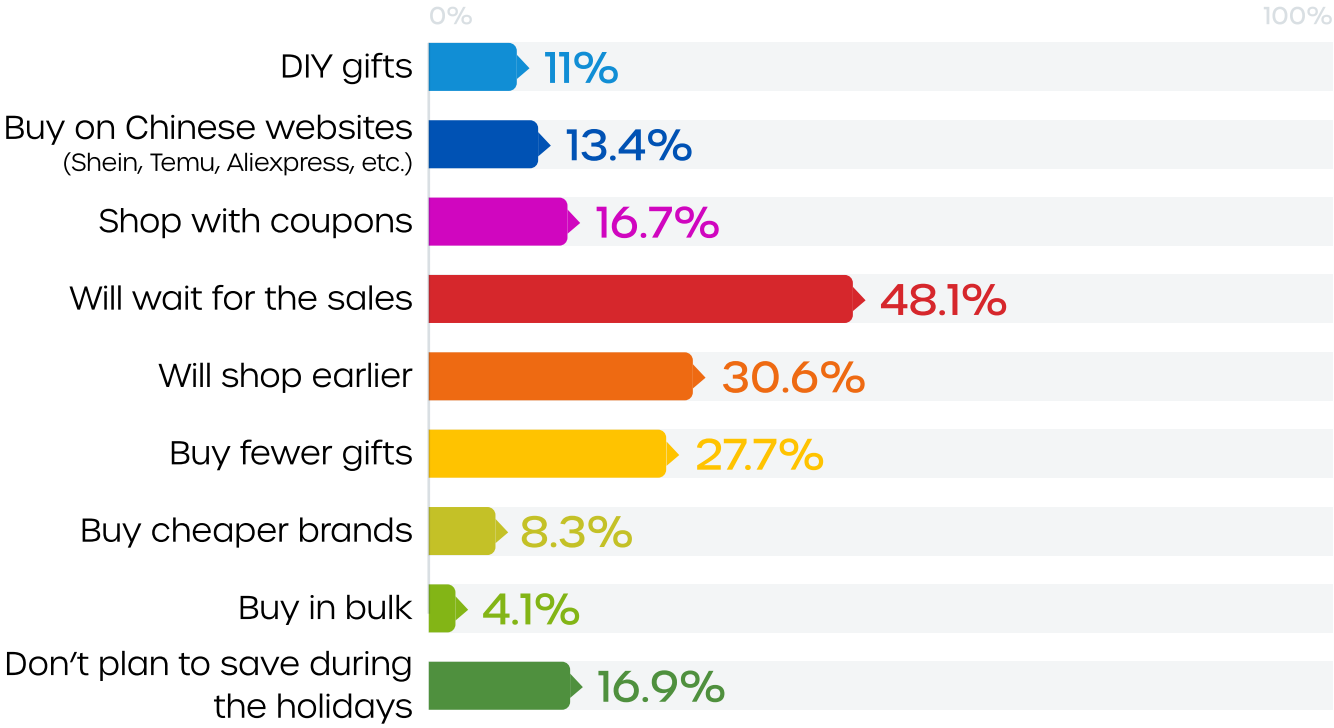
Only 7.2% of consumers plan to take advantage of **Small Business Saturday sales.**

Holiday Shopping Sales & Other Ways to Save

Consumers are looking for ways to save on holiday shopping this year, with **64.8% planning to rely on sales and coupons to lower costs.**

Other ways people plan to save include shopping earlier (30.6%), buying on Chinese websites (13.4%), giving DIY gifts (11%), buying cheaper brands (8.3%), and buying in bulk (4.1%).

If you plan to save money this holiday season, please note how.



Did you know?

27.7% of shoppers plan to save by buying fewer gifts this holiday shopping season.

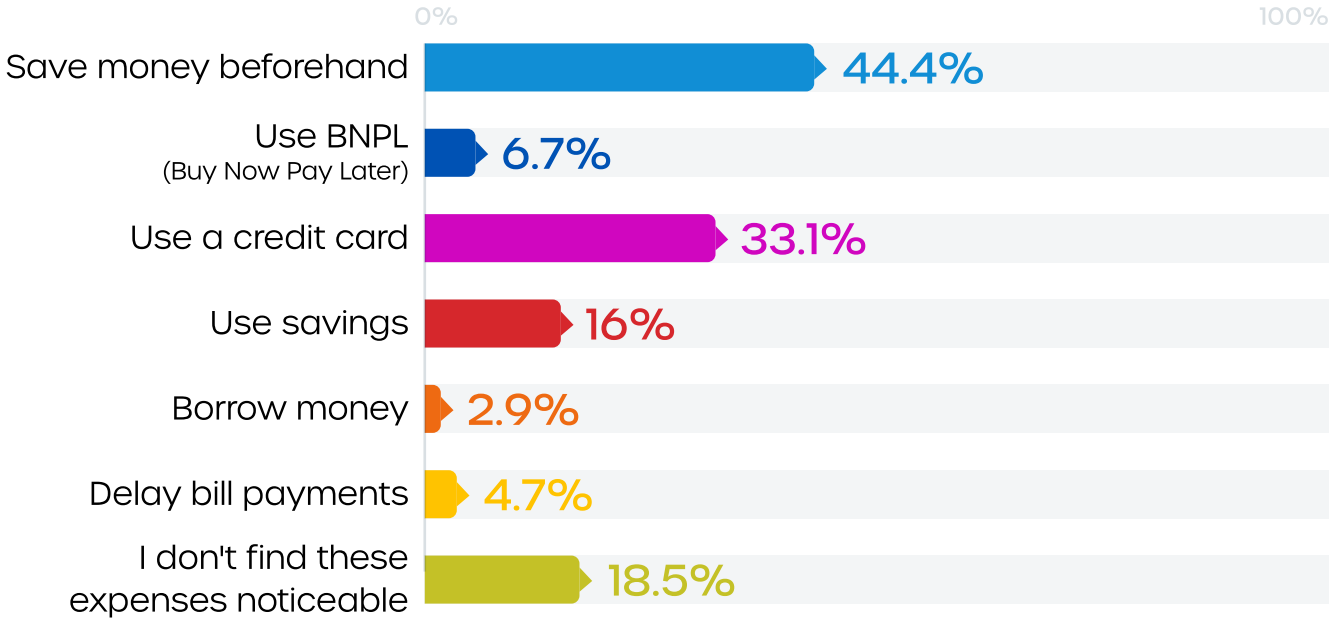
Savings Will Cover Most Holiday Shopping Expenses

Between tapping existing savings and saving money specifically for holiday shopping, 60.4% of consumers say **saving is how they'll manage this year's holiday expenses.**

Did you know?

More than **33% of people plan to use credit cards** to spread out holiday shopping costs.

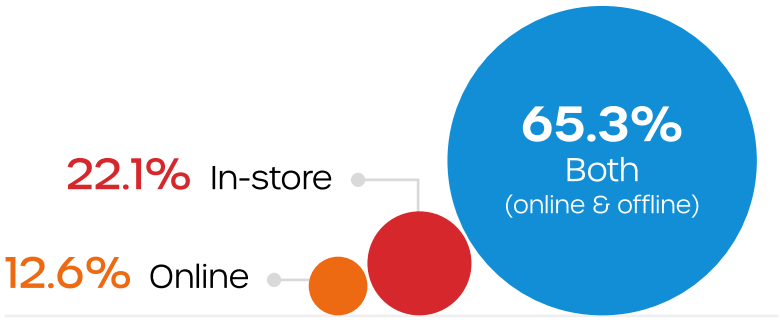
How do you plan to manage your holiday shopping expenses?



Most Consumers Will Take a Hybrid Approach to Holiday Shopping

While in-store shopping is expected to outpace online holiday shopping, most consumers plan to do both. Only **12.6%** of people say they **will shop exclusively online,** while **22.1%** plan to **stick to brick-and-mortar stores.**

How do you plan to shop for holidays?



Did you know?

65.3% of holiday shoppers say they will shop both in-store and online.

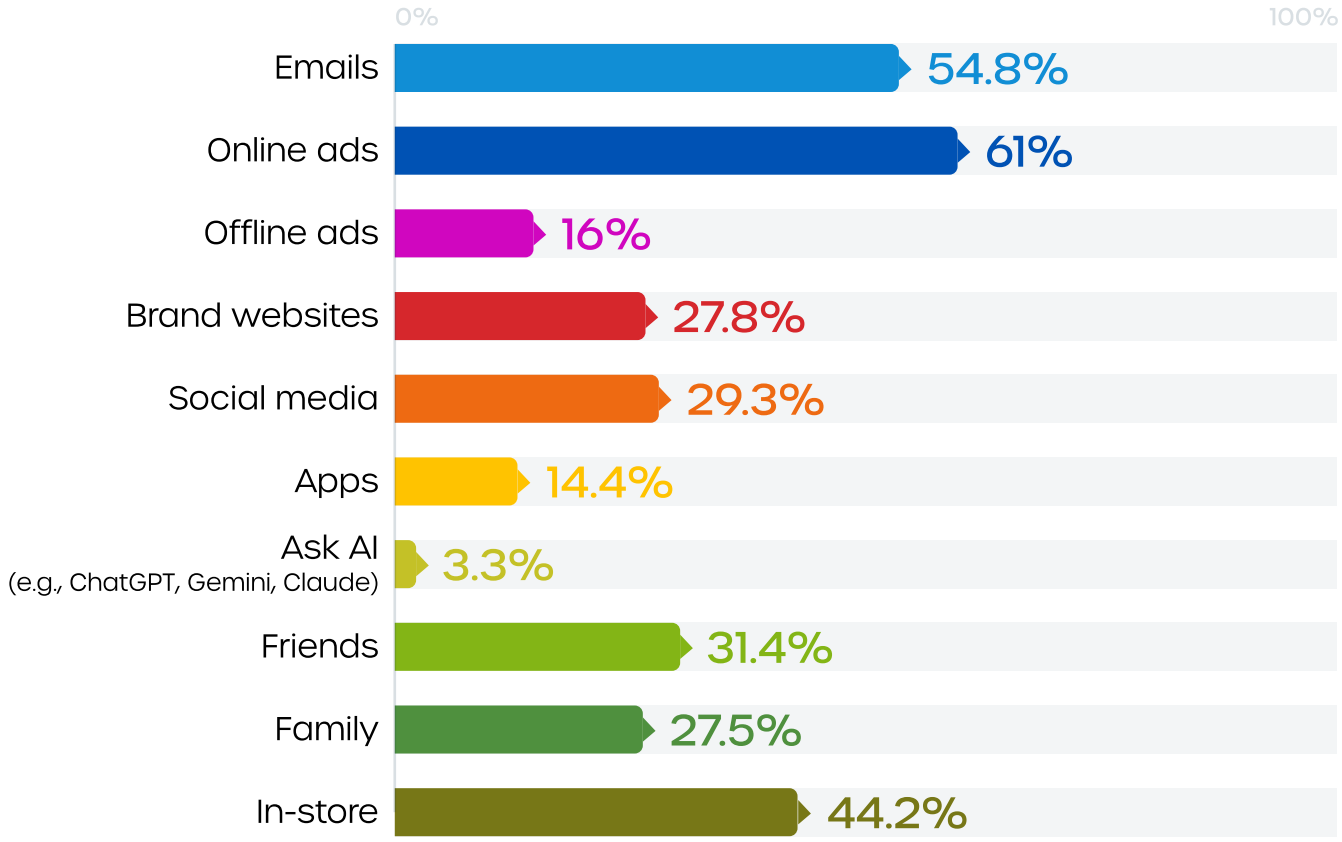
Holiday Shoppers Find Most Deals Online

Consumers report **top ways they find out about holiday shopping deals are through digital marketing and online platforms**. Word-of-mouth isn't far behind, with 31.4% of consumers learning about deals through friends and another 27.5% hearing about them through family.

Did you know?

Only **3.3% of consumers plan to use AI tools** to learn about holiday shopping deals.

How do you find out about deals?



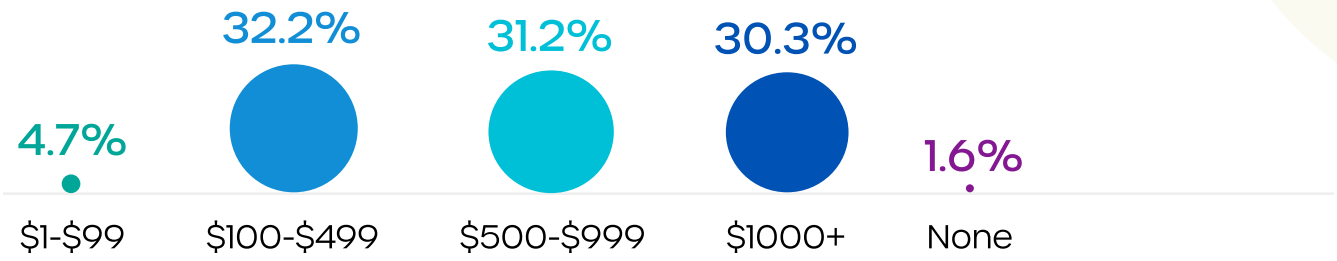
Last Year's Holiday Shopping Expenses

In 2024, survey **respondents reported an almost-even split in holiday spending**.

Did you know?

In 2024, only 4.7% of consumers say they spent $99 or less on holiday shopping.

How much did you spend on holiday shopping last year?



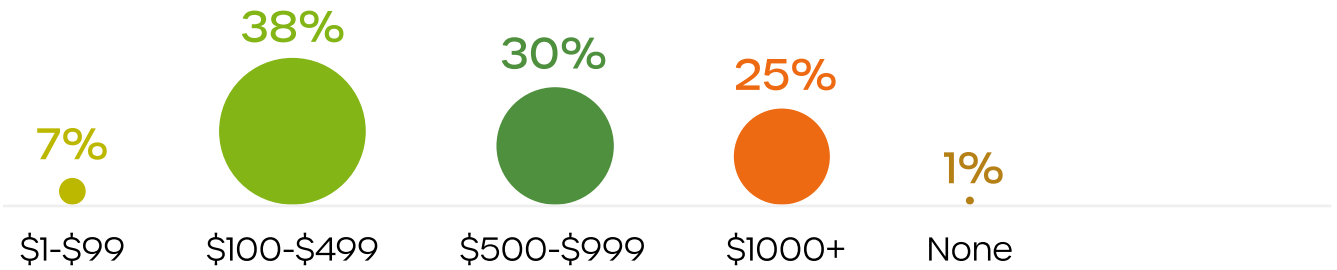
2025 Holiday Shopping Budgets

Consumers expect to spend less this holiday shopping season, with 38% expecting to spend $100-499 and only 25% planning to budget $1000+.

Did you know?

7% of consumers plan to spend $1-99 on holiday shopping.

How much do you plan to spend on holiday shopping this year?



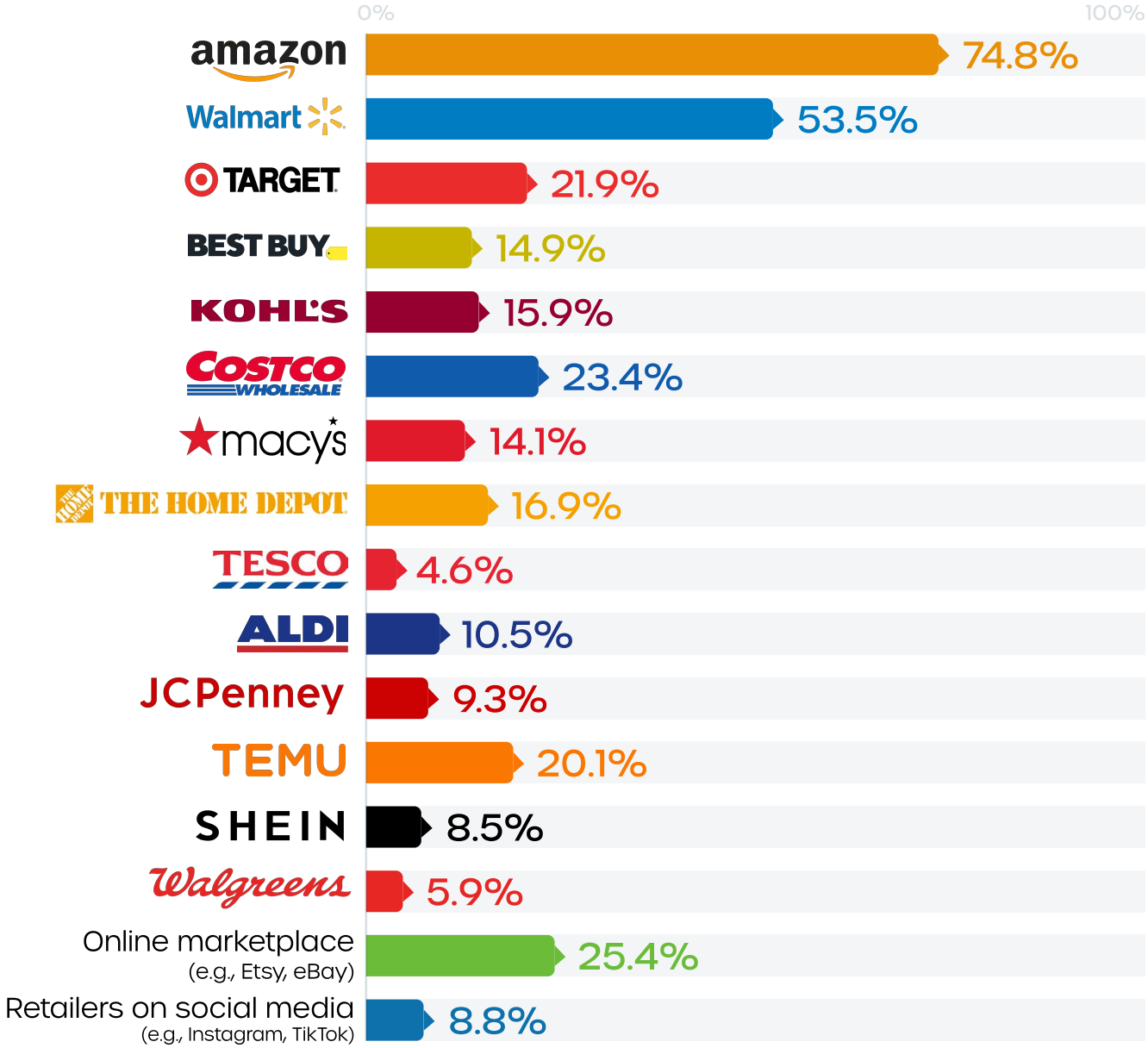
Major Retailers Expected to Dominate Holiday Sales

Consumers report that major retailers are their top holiday shopping destinations. E-commerce holiday trends see Temu and online marketplaces as additional popular online holiday shopping options.

Did you know?

Almost **75% of consumers plan to buy from Amazon** this year.

How do you find out about deals?



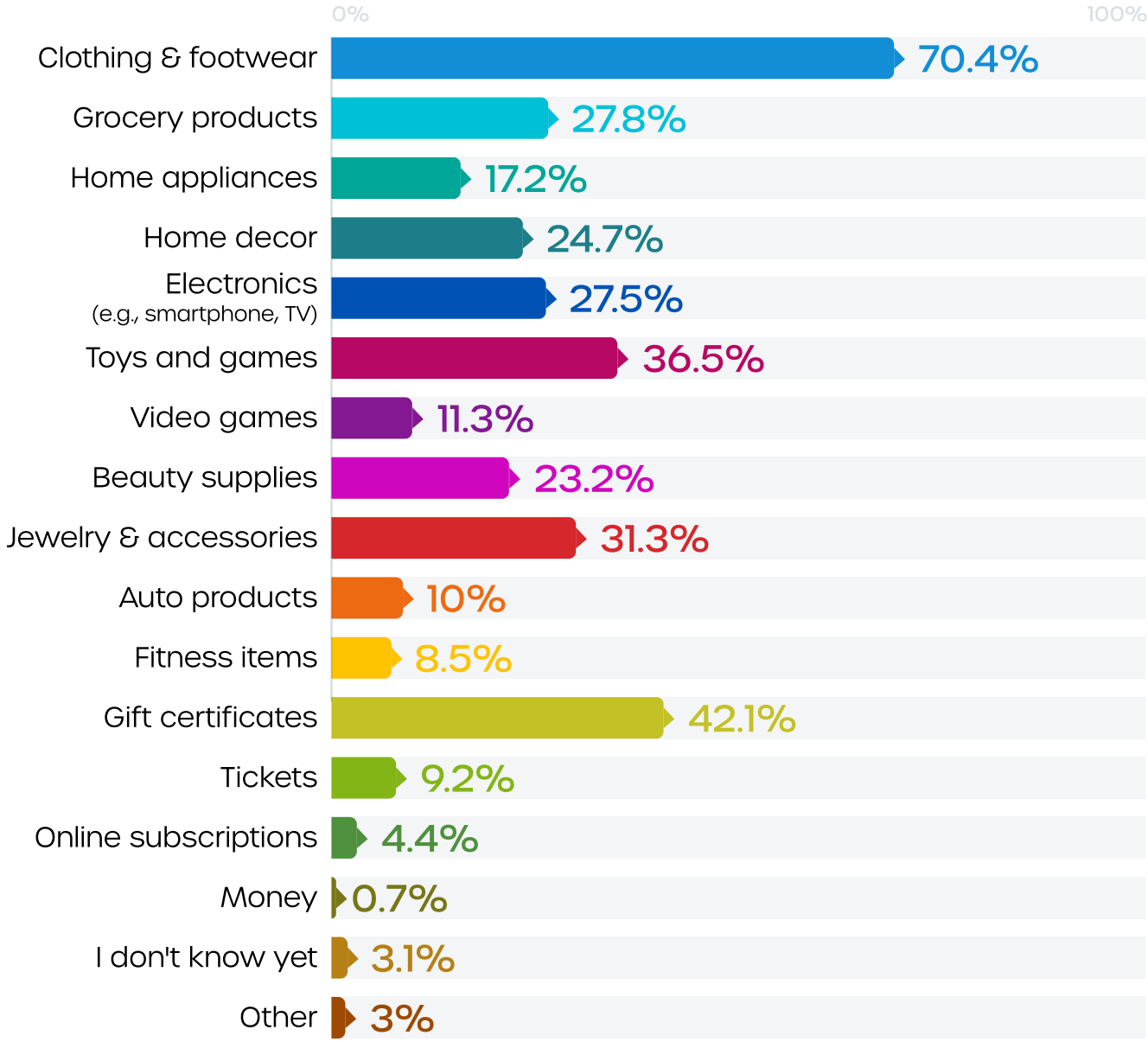
Clothing, Gift Cards, & Toys Top Holiday Gift Lists

Clothing and footwear, gift certificates, toys and games, and jewelry and accessories are topping the consumers' shopping list.

Did you know?

Nearly **28% of consumers plan to purchase grocery products** during the holiday sales.

How do you find out about deals?



AI Tools Won't Offer Mainstream Holiday Shopping Help

AI isn't expected to be a big online shopping trend this holiday season. When asked if consumers plan to use AI tools (like ChatGPT, Copilot, and Claude) to assist with their holiday shopping this year, 89.2% said "no," didn't know what those tools were, or didn't know they could be used for shopping.

Do you plan to use AI tools to assist you with your holiday shopping?

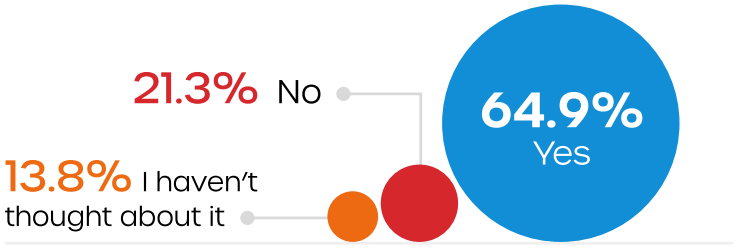
Did you know?

Only 10.8% of people say they'll **use AI tools to help with their holiday shopping.**

Holiday Shoppers are Concerned About Inflation

Most people **(64.9%) think inflation will impact holiday shopping prices this year,** with another 13.8% not considering the possibility yet.

Do you think inflation might impact your holiday shopping?



Did you know?

21.3% of consumers **don't expect inflation to impact** their holiday shopping.

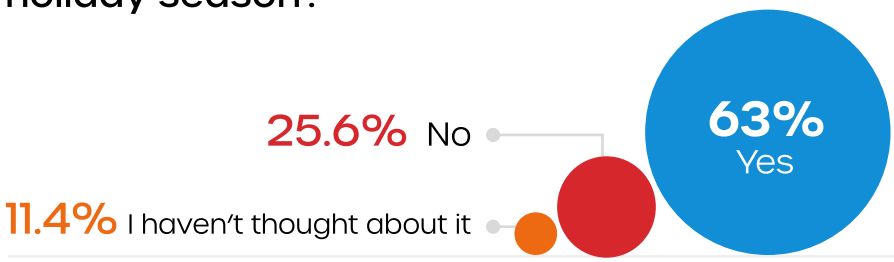
Tariffs Expected to Impact Holiday Shopping Budgets

Like inflation, **63% of consumers are concerned tariffs might increase their costs** this holiday shopping season. 11.4% have not considered the potential impact.

Did you know?

25.6% of holiday shoppers aren't concerned about the impact tariffs could have on prices.

Are you concerned that tariffs might impact prices during the holiday season?



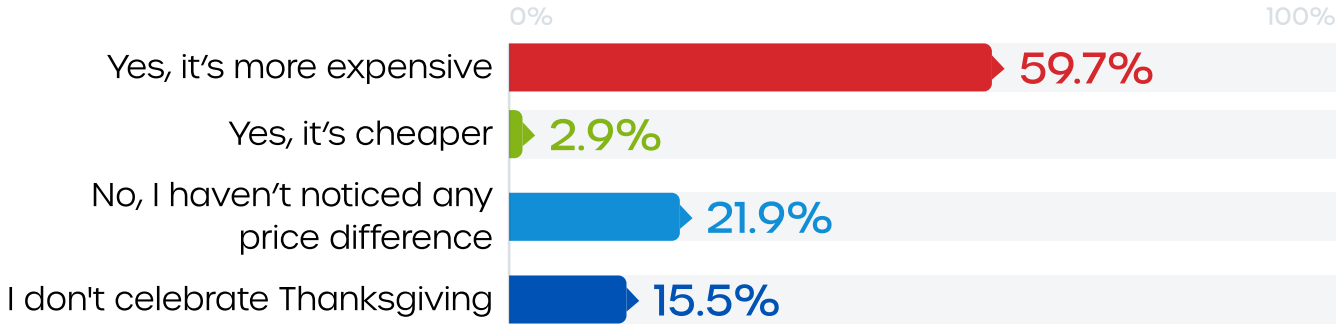
Thanksgiving Dinner Prices Expected to Rise

Given consumers' concerns about inflation, it should be no surprise that **59.7%** of people surveyed expect this year's **Thanksgiving dinner to be more expensive.** However, 21.9% say they haven't noticed any price differences.

Did you know?

Only 2.9% of consumers consider Thanksgiving dinner to be cheaper in 2025.

Have you noticed any changes in the cost of Thanksgiving dinner?



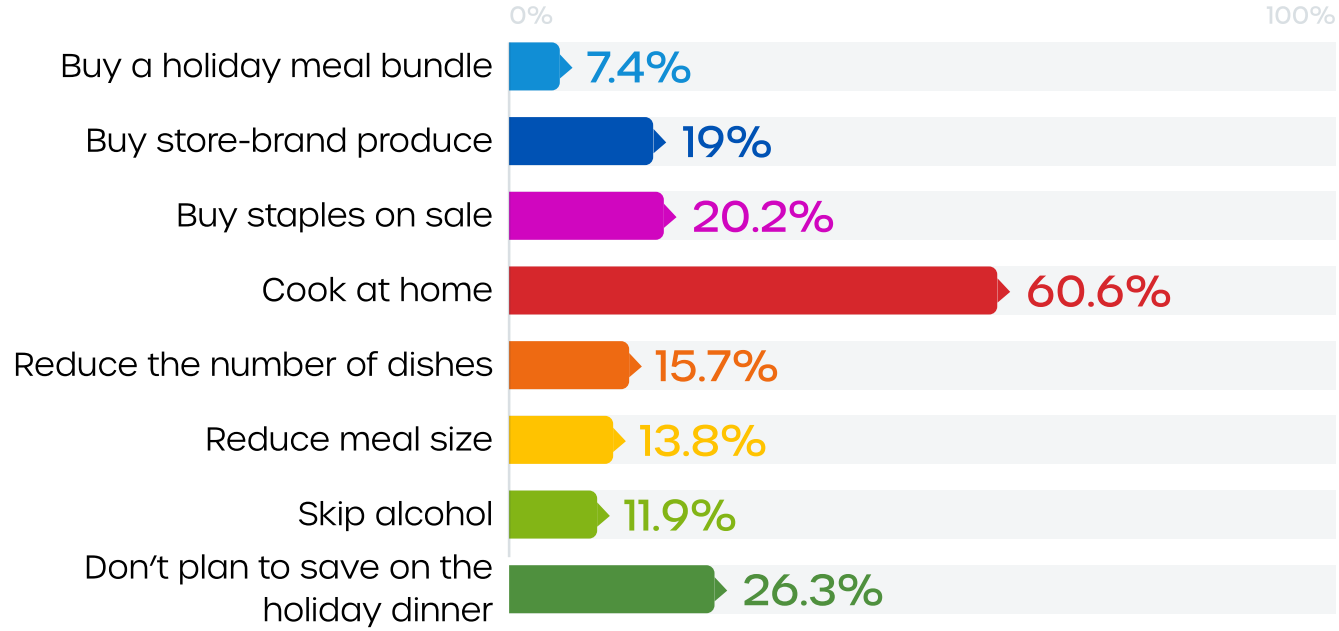
Consumers Rely on Home Cooking to Cut Thanksgiving Costs

For those looking to save money on this year's Thanksgiving dinner, the number one strategy is to **focus on home cooking.**

Did you know?

Thanksgiving dinners could get smaller, with 15.7% saying **they'll reduce their meal size** to save money.

If you plan to save money on a holiday dinner, please note how

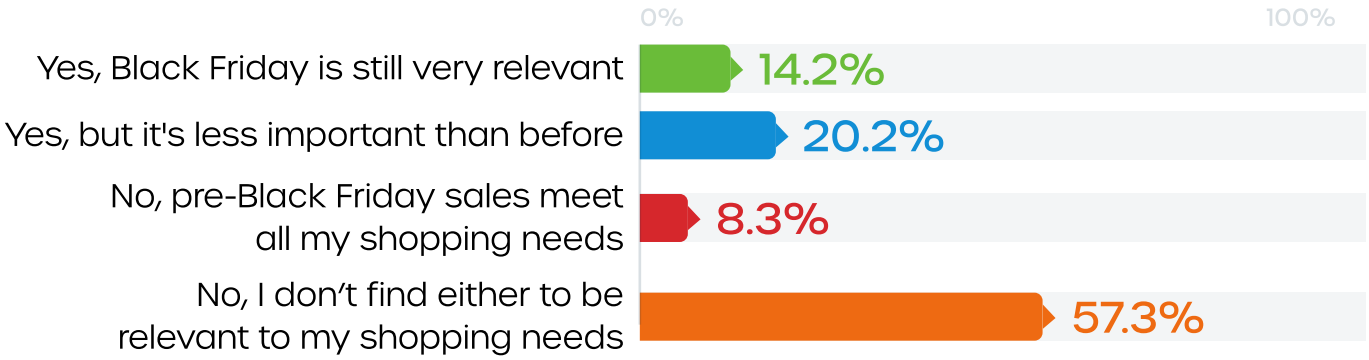


Black Friday No Longer Relevant to Most Holiday Shoppers

Black Friday is losing its relevance for shoppers, with 65.6% of consumers saying it is not important to their holiday shopping plans

Do you think Black Friday is still relevant for your shopping needs?

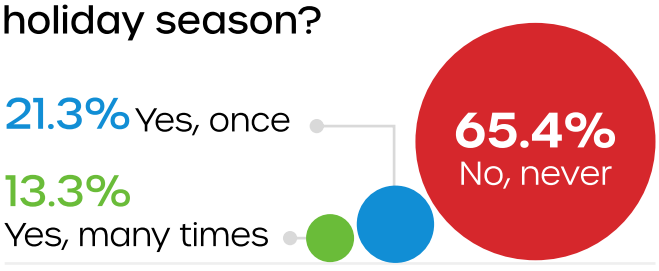
> **Did you know?**
> Only 14.2% of holiday shoppers say Black Friday is still relevant to them.



Holiday Shopping Scams Not a Problem for Most Consumers

While **34.6%** of those surveyed say they **have been a victim of at least one holiday shopping-related scam,** most consumers have not.

Have you ever been scammed while shopping during the holiday season?



> **Did you know?**
> Over **65% of consumers say they have never been scammed** during the holiday shopping season.

Conclusion

Economic concerns like inflation and tariffs are expected to raise prices this holiday shopping season on top of existing financial hardships and tightening consumer budgets.

With consumers focused on deals, the preference for shopping on discount days and leveraging gift cards could influence how retailers promote and structure their holiday offers. To take advantage of this, stores need to reach consumers where they expect to find these deals (such as through email marketing, online ads, social media, and brand websites).

About PissedConsumer.com

PissedConsumer.com is a review & reputation management platform for consumers who seek a place to share their purchase experiences, & for companies that need help to improve their reputation and customer service processes.

The company conducts surveys to provide companies and the media with insights into consumer behavior and trends. For more information about PissedConsumer.com's 2025 holiday shopping trends, or for media information related to our other PissedConsumer.com surveys and reports, contact us at media@pissedconsumer.com.