

North American Holiday Spending Surge: Inflation, E-commerce & Generation

Holiday Economics · Answer Key · 10 Questions

1. According to projections for the 2025 holiday season, what is the anticipated growth rate for total U.S. retail sales (excluding automotive and gasoline) by the Mastercard Economics Institute?

- A) 3.6% year-over-year**
- B) 2.8% year-over-year
- C) 4.6% year-over-year
- D) 5.0% year-over-year

2. In the 2025 holiday season, which consumer demographic is expected to significantly increase their spending, while another is projected to reduce it, creating a widening spending gap?

- A) Gen Z to increase, Baby Boomers to decrease
- B) Baby Boomers to increase, Gen Z to decrease**
- C) Millennials to increase, Gen X to decrease
- D) High-income households to increase, Low-income households to decrease

3. What is the projected year-over-year growth for U.S. e-commerce sales during the 2025 holiday season, according to Forrester?

- A) 8.5%
- B) 6.7%**
- C) 7.9%
- D) 10.2%

4. Which factor is identified as a primary driver for the projected increase in U.S. holiday retail sales in 2025, rather than an increase in actual sales volume?

- A) Increased consumer confidence
- B) Lower interest rates
- C) Higher prices due to inflation and tariffs**
- D) A surge in seasonal hiring

5. What is the National Retail Federation's (NRF) projection for seasonal hiring in the U.S. for the 2025 holiday season, and how does it compare to 2024?

- A) Between 442,000 and 465,000, an increase from 2024
- B) Between 265,000 and 365,000, a decrease from 2024**
- C) Around 500,000, similar to 2024
- D) Over 600,000, a significant increase from 2024

6. According to Deloitte's 2025 Holiday Travel Survey, what is the projected change in average planned travel budgets for Americans compared to 2024?

- A) A 5% increase
- B) A 10% decrease
- C) An 18% decrease**
- D) No significant change

7. Which consumer behavior trend is highlighted as a significant factor influencing holiday shopping in 2025, with a notable portion of Gen Z shoppers preferring these items?

- A) Prioritizing experiences over material goods
- B) Increased demand for luxury items
- C) Focus on buying secondhand or upcycled products**
- D) Preference for in-store shopping over online

8. What percentage of U.S. workdays are expected to be performed from home in 2025, according to WFH Research?

- A) Around 10%
- B) Around 29%**
- C) Around 50%
- D) Around 60%

9. How is the U.S. holiday retail sales forecast for 2025 characterized by S&P Global Ratings, considering consumer confidence and inflation?

- A) Significant volume growth due to strong consumer confidence
- B) Modest price-driven growth, with real spending remaining relatively flat**
- C) A decline in both sales volume and prices
- D) Strong growth in both sales volume and prices

10. Which category of consumer spending experienced a notable year-over-year jump in online sales during the 2025 holiday season, according to Adobe Analytics?

- A) Electronics
- B) Apparel
- C) Groceries**
- D) Furniture