

Economic Shifts Reshaping Global Holiday Spending: 2025 Trends & Consumer

Global Holidays · Answer Key · 18 Questions

1. According to Deloitte's 2025 Holiday Retail Survey, what is the projected year-over-year decline in spending for Gen Z shoppers during the holiday season?

- A) 10%
- B) 13%
- C) 34%**
- D) 23%

2. What percentage of consumers plan to purchase an experience gift, according to Circana's Holiday Purchase Intentions report for 2025?

- A) 54%
- B) 57%**
- C) 63%
- D) 70%

3. In 2025, which generation is expected to significantly reduce their holiday budgets by 23%, marking the largest cut across all age groups, according to PwC's survey?

- A) Millennials
- B) Gen X
- C) Baby Boomers
- D) Gen Z**

4. Which specific AI-driven traffic source to U.S. retail websites is Adobe predicting to surge by 520% in the 2025 holiday season compared to the previous year?

- A) AI-powered chatbots
- B) Generative AI (Gen AI)**
- C) AI-driven product recommendations
- D) AI-powered price comparison tools

5. What is the projected year-over-year growth for e-commerce sales during the 2025-2026 holiday season, according to Deloitte's forecast?

- A) 7% to 9%**
- B) 5.3%
- C) 8.0%
- D) 2.3%

6. PwC's 2025 Holiday Outlook survey indicates that consumers expect their seasonal spending to decline by an average of what percentage from 2024, the first notable drop since 2020?

- A) 10%
- B) 5%**
- C) 7%
- D) 23%

7. According to J.P. Morgan's 2025 Holiday Shopping Outlook, which generation's spending growth is accelerating, moving from 7% in October to 9.3% in November?

- A) Gen X
- B) Baby Boomers
- C) Gen Z and Millennials**
- D) Millennials only

8. What percentage of U.S. shoppers plan to use conversational or generative AI tools in preparation for Black Friday 2025, according to Accenture's research?

- A) 46%**
- B) 66%
- C) 77%
- D) 39%

9. What is the projected total U.S. retail sales for the holiday season (November-December) in 2025, according to the National Retail Federation?

- A) \$976.1 billion
- B) \$1.01 trillion to \$1.02 trillion**
- C) \$1.57 trillion
- D) \$1.61 trillion to \$1.62 trillion

10. What percentage of U.S. consumers expect their holiday spending to decrease by the end of 2025, according to JLL's analysis?

- A) 10.2%**
- B) 24%
- C) 5%
- D) 23%

11. According to S&P Global Ratings, what is the expected year-over-year growth rate for holiday sales (November-December) in 2025?

- A) 3.7% to 4.2%
- B) 4%**
- C) 3.6%
- D) 7% to 9%

12. Which factor is cited by Cint as a primary reason for consumers across the US, UK, Australia, and New Zealand potentially making difficult financial trade-offs between essential spending and seasonal splurges during the upcoming holiday season?

- A) Anticipated increase in luxury goods prices
- B) Rising energy costs impacting discretionary income
- C) Global economic uncertainty and upheaval**
- D) Limited availability of popular holiday items

13. What percentage of global travelers are concerned about the rising cost of travel in 2026, according to Allianz Partners' Global Travel Confidence Index?

- A) 54%
- B) 42%
- C) 77%**
- D) 41%

14. In 2025, what is the projected growth rate for e-commerce sales year-over-year, as forecasted by the Mastercard Economics Institute?

- A) 2.3%
- B) 7.9%**
- C) 5.3%
- D) 3.6%

15. What is the primary reason cited for Gen Z's expected 23% reduction in holiday budgets in PwC's 2025 Holiday Outlook survey?

- A) Increased desire for sustainable products
- B) A tougher job market and rising fixed costs**
- C) Reduced availability of desired gifts
- D) A shift towards less frequent, more intentional purchases

16. According to Adobe's 2025 Holiday Shopping Forecast, what is the projected spending for U.S. online holiday sales from November 1 to December 31?

- A) \$14.2 billion
- B) \$253.4 billion**
- C) \$11 billion
- D) \$257.8 billion

17. What percentage of consumers reported using an AI-powered service for online shopping in the 2025 holiday season, according to Adobe's research?

- A) 30%
- B) 40%
- C) 53%**
- D) 36%

18. What is the projected percentage increase in U.S. holiday sales for November and December 2025, according to the National Retail Federation?

A) 3.7% and 4.2%

B) 4.0%

C) 2.9% to 3.4%

D) 3.6%