



2025 Consumer Sentiment Study

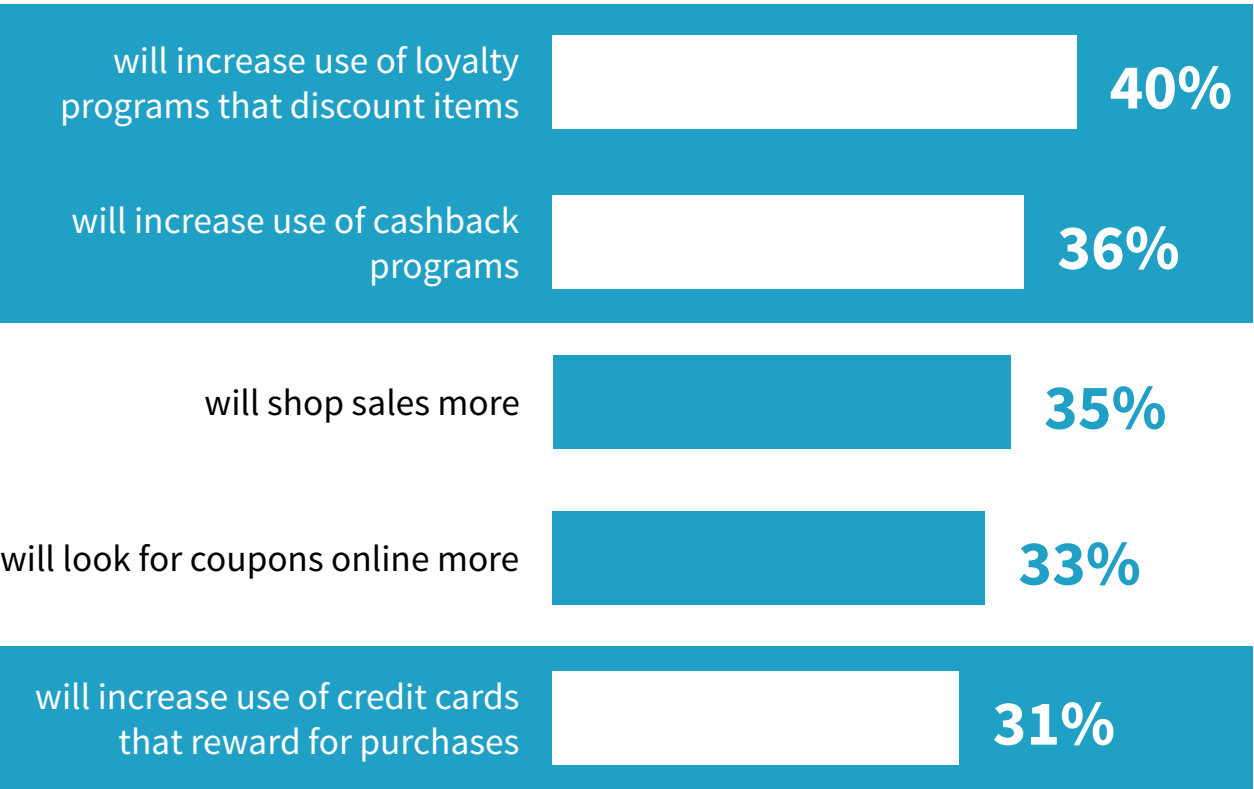
Americans are tightening their grip on their wallets. New research from Alter Agents shows a clear shift in consumer behavior for 2025: loyalty is the new luxury, and financial caution is shaping everyday decisions. From cutting back on non-essentials to doubling down on rewards programs, shoppers are adapting fast—and brands will need to keep up.



Consumers want to be rewarded for loyalty

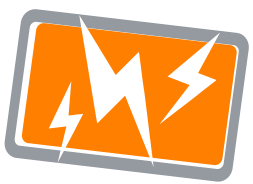
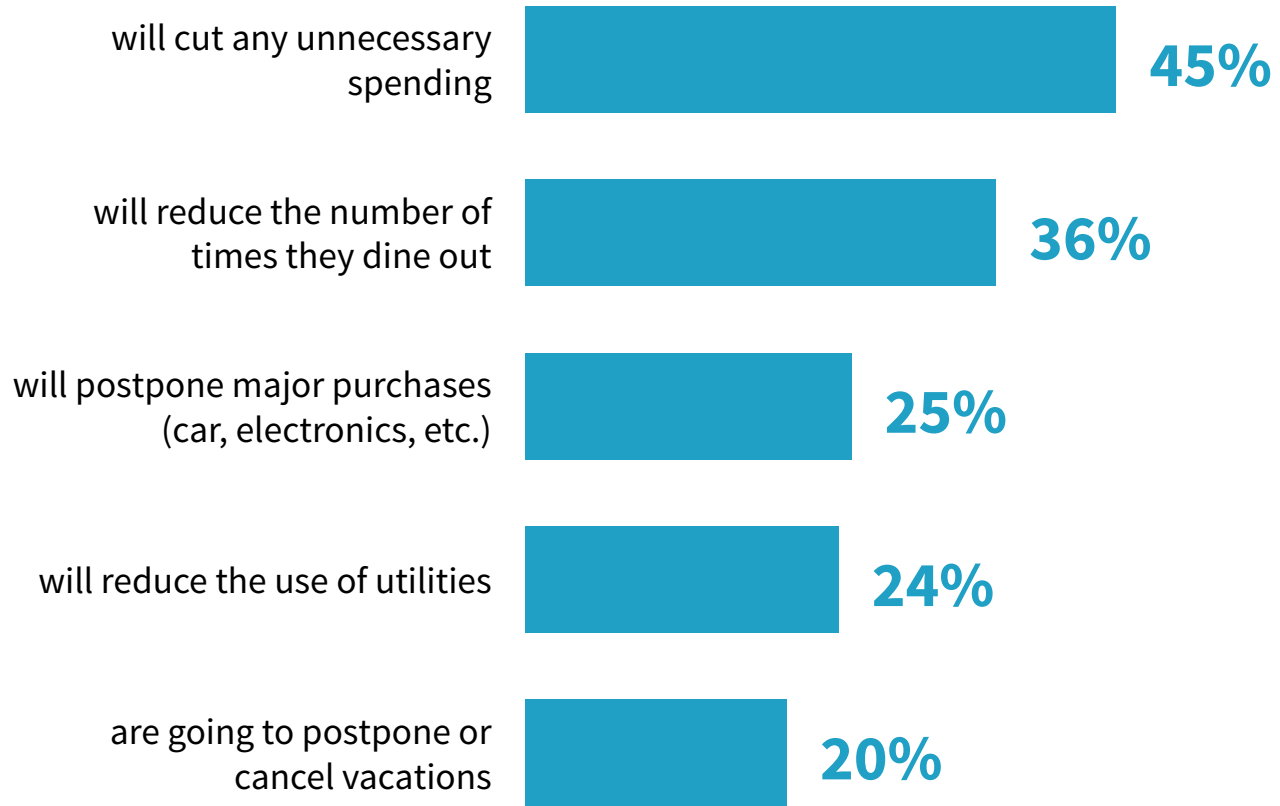
Brands with strong loyalty programs will benefit from consumer anxiety as shoppers lean on loyalty program benefits to help ease the economic burden

Three of the top 5 ways consumers will DO MORE OF to save money are related to loyalty programs

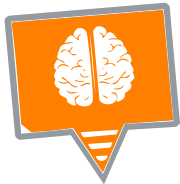


Shoppers are tightening belts by postponing purchases and events, staying home to eat and focusing on the essentials

Shoppers are planning to cut back on non-essential spending in anticipation of a potential economic crisis

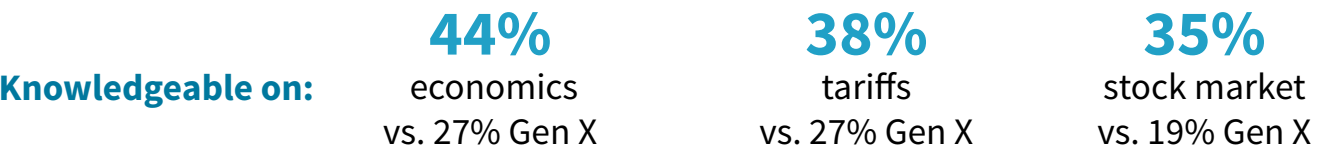


Consumers are anticipating economic pain in the next 12 months



Gen Z is confident in their knowledge, but only 1 in 2 understand tariffs

Versus Gen X, Gen Z rates their knowledge higher in economic topics



But when asked to pick a definition of tariffs from a list of possible answers, Gen Z got it wrong

Only 56% of Gen Z correctly defined tariffs vs. 78% of Gen X

There is a broader generational divide
Millennials are statistically similar to Gen Z and Boomers closely mirror Gen X on these questions

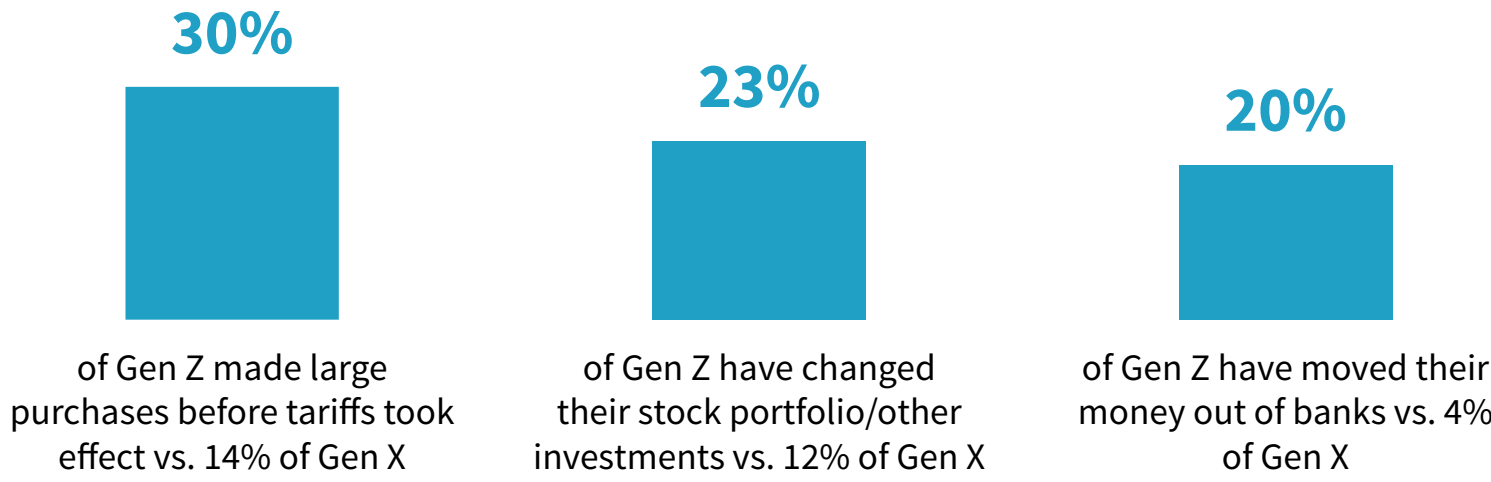


Gen Z is more optimistic about the impact of tariffs, but they are also more likely to be making serious financial decisions in anticipation of an economic downturn

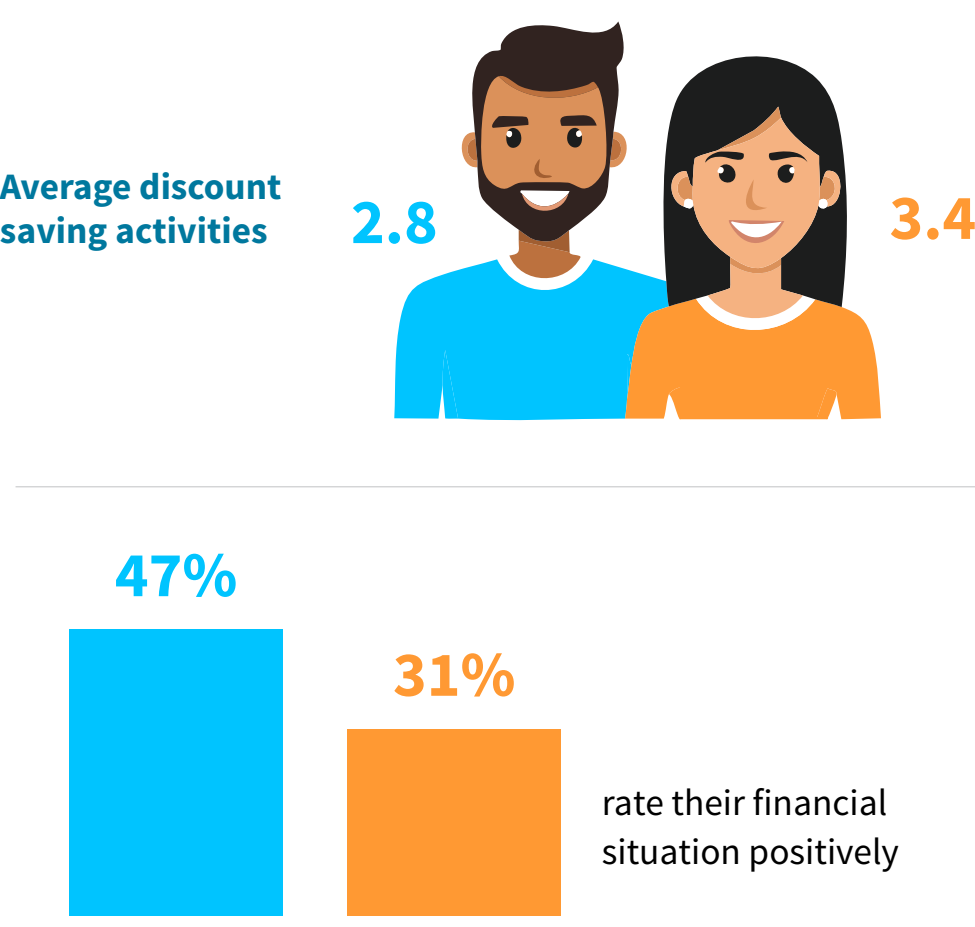


Only 50% of Gen Z think the tariffs will have a negative impact on the economy vs. 64% of Gen X

However, Gen Z is making more dramatic moves with their money

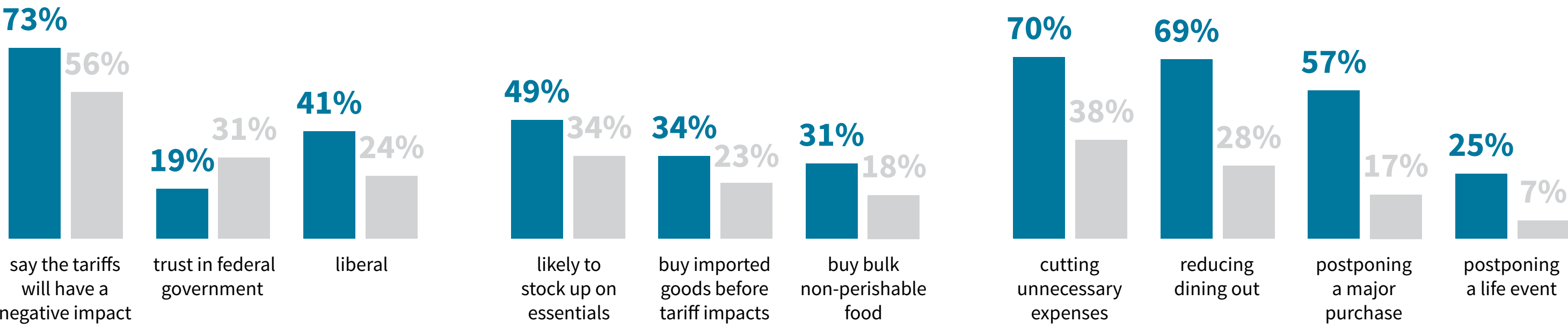


Men are more likely to focus on taking advantage of today's economy, while women focus on saving



People who are cancelling their vacations are making numerous cuts to their spending, are more pessimistic about the impact of tariffs, and describe themselves as more “left leaning”

Vacation Cancellers Non-Cancellers



Americans are worried with the state of our government

Less than 4-in-10 strongly or somewhat agree...

