

THE CEDAR'S TURN

**Lebanon's Emerging
Momentum in 2025**

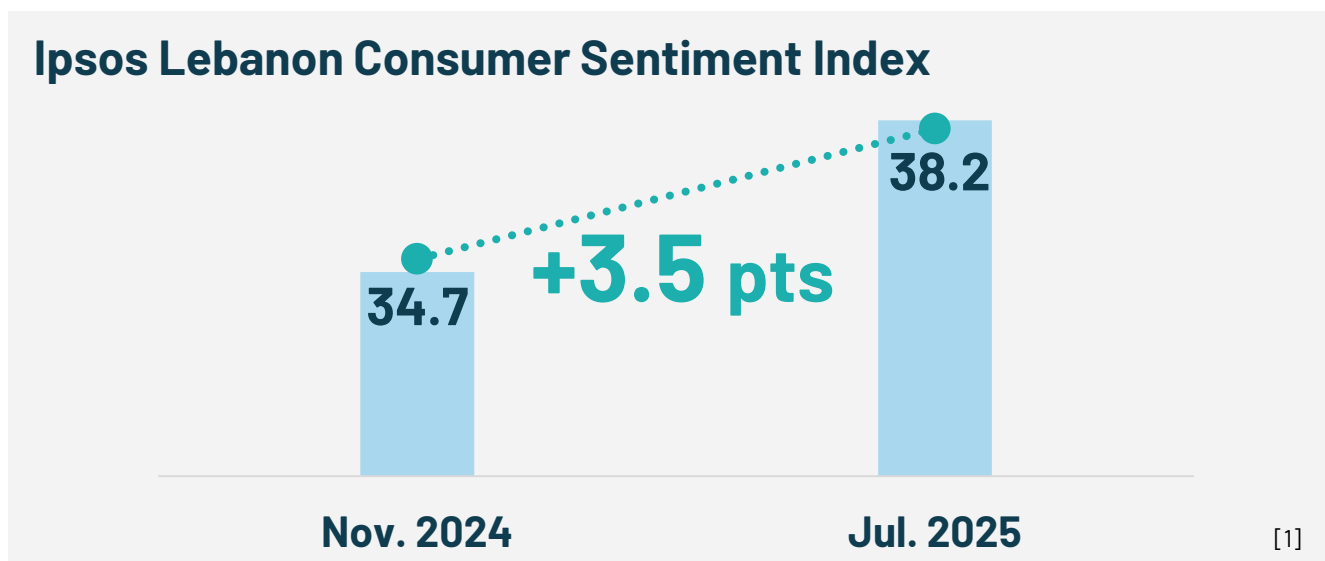
November 2025



A CAUTIOUS RECOVERY BEGINS

In 2025, signs of optimism in Lebanon are beginning to surface. Results from the **Ipsos Lebanon Consumer Sentiment Index** show that **confidence rose to 38.2 in July 2025 from 34.7 in November 2024**, and for the first time in years **more than half of Lebanese people say they believe the country is moving in the right direction.** This shift is not only reflected in the numbers but is starting to show in daily life, as **nearly 1 in 3 now feel comfortable making major purchases again**, a sign

that households are looking beyond immediate needs and starting to plan for the future [1]. Looking further ahead, **many also expect the economy to strengthen through the year and believe the Lebanese lira will find greater stability against foreign currencies**, helping restore a sense of stability many have long been waiting for [2].



Yet Lebanon remains burdened by significant challenges, with economic and social pressures shaping much of daily life. **Inflation** stretches household budgets, **unemployment** limits opportunities, and concerns around **inequality** and **security** keep uncertainty high while financial pressures weigh heavily on families [1].

Still, Lebanon is slowly beginning to find its balance, with a national mood that, while cautious, carries a **stronger**

sense of optimism about what lies ahead. People are approaching their finances with greater confidence and extending this outlook to health, well-being, and the quality of life they want for their families. **Younger generations**, in particular, entered 2025 with a more hopeful outlook, **expecting financial improvement, planning major purchases, and placing greater emphasis on personal growth** through specific goals and resolutions [2].

THE HOMEGROWN ADVANTAGE

This renewed sense of confidence is also evident in the choices people make as consumers, with pride in Lebanese production emerging as one of the clearest signs of resilience. Across the country, **support for local goods is widespread, with 97% of people saying they feel proud to buy and use them.** What began as a habit driven by economic necessity has gradually evolved into a conscious preference as people place greater trust in local products and integrate them more into their everyday lives.

73% of consumers report that they have increased their use of Lebanese products over the past five years, particularly in food, beverages and personal care, categories where local options are affordable, widely available, and valued for the role they play in supporting small businesses and the national economy. In contrast, international brands continue to dominate in categories such as cosmetics and skincare, where local alternatives remain limited.




Alongside these behavioral shifts, perceptions of quality have also changed. A majority now view Lebanese goods as competitive with international standards and many go further by recommending them to others, reinforcing confidence in the country's production capabilities. Increasingly, consumers view **buying local not only as a practical decision but also as a contribution to the economy and a statement of belief in**

the country's ability to thrive through its own talent and resources. Through this shift, consumption is turning from a simple market choice into a demonstration of solidarity and an affirmation of confidence in national capacity [3].

LEBANON IN ITS PEOPLE'S WORDS

Using **Synthesio**, Ipsos' social listening tool, we were able to listen in on the digital conversations of Lebanese people — where everyday voices reveal what numbers alone cannot [4]. **In the past six months, online discussions more than doubled**, surpassing 10,000 posts and generating over 2 billion impressions. But behind these figures are real people reflecting on their daily struggles, hopes, and moments of pride. Rising costs, limited job opportunities, and political uncertainty still weigh heavily on many, often showing up as frustration or doubt. Yet amid all this, **there's a growing thread of optimism running through the noise. Positive conversations rose by**

137% compared to the previous six months, a sign that many are finding their voice again to share hope, gratitude, and belief in a steadier future.

+137% 

increase in positive conversations about Lebanon over the last six months [4]

Much of this renewed optimism is tied to the sense that Lebanon may finally be turning a corner. **The election of Joseph Aoun and the formation of a new government** have sparked wide discussions online, with many describing these developments as a **long-awaited and much-needed reset**, and a moment that could bring political clarity after years of stagnation. Of course, people remain realistic; there's awareness that real reform takes time, but many are expressing a **renewed sense of direction** and a feeling that after years of uncertainty, **Lebanon is beginning to move forward again**. For some, this leadership shift carries meaning beyond politics and it represents the possibility of **accountability, unity, and a chance to restore public trust**.



Lebanon finally has truly reform and sovereignty-minded leaders. The work ahead is immense but for the first time in my life there is real hope.



A moment of hope, a chance for unity, and an opportunity to rebuild what has been lost. Here's to a future built on trust, progress, and stability.

This sense of renewal isn't only political. Over recent months, conversations about **women's rights and representation** have gained stronger momentum. Many posts celebrate female leaders, activists, and everyday women who are driving positive change and **calling for a more inclusive Lebanon where women have a stronger voice** in shaping the country's future. In fact, according to an Ipsos survey in Lebanon, **61% of**

people say achieving gender equality should be a top national priority today – a finding that echoes the spirit of these discussions [5]. The tone of these discussions reflects not just advocacy, but pride and a belief that **progress in gender equality is inseparable from national progress.**



By placing women's rights at the heart of governance and reform, Lebanon can unlock its full potential and pave the way for a more equitable future.

Equally striking is how often **tourism surfaces as a symbol of hope.** From Beirut to the Bekaa, people are **celebrating efforts to revitalize the tourism sector**, particularly through new partnerships aimed at improving visitor services and infrastructure. These initiatives are not merely seen through an economic lens; **they are emotional touchpoints and reminders of Lebanon's unmatched beauty, heritage, and hospitality.** Many express that every returning tourist and every reopened venue represents

a small victory, a sign that **the world is remembering Lebanon for its culture and character rather than its crisis.**

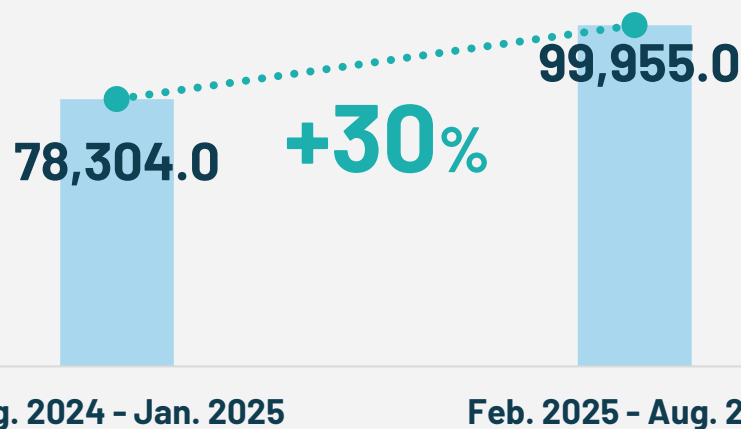
Taken together, these conversations show a country trying to move forward, one day at a time. People aren't ignoring their struggles, but rather talking about them honestly, while still holding on to small moments of hope. In their words, **you can sense both doubt but also determination that Lebanon can rebuild itself again no matter how long it takes.**

TOURISM'S STRONG RETURN

Recent signs show renewed momentum in Lebanon's tourism sector. In May 2025, Beirut's international airport recorded **close to 300,000 arrivals** – its highest monthly figure since 2019. **Overall passenger traffic rose by more than 10%** compared to May 2024, reflecting a steady recovery in travel and growing global interest in Lebanon as a destination [6]. This momentum is

closely linked to what visitors find so memorable about Lebanon: **a country of contrasts where history, culture, and landscapes come together.** A single trip might include walking through the monumental ruins of Baalbek, an afternoon along the beaches of Batroun, dinner in Beirut's vibrant restaurants followed by nightlife, and an escape to the quiet mountain villages of Bcharre or Ehden.

Conversations About Tourism in Lebanon



[4]

At the heart of these experiences are Lebanon's food and hospitality. From fresh manakish and afternoons stretched over mezze to the warmth of families opening their homes, these moments are described as central to the journey, shaping how Lebanon is remembered. **Gastronomy stood out in particular, generating the highest levels of engagement in online conversations. Food-related content** spread widely and, amplified by **tourism hashtags**, helped extend **Lebanon's reach to nearly 500 million potential impressions worldwide.**

These experiences are not only lived on the ground but also shared widely online. **In the past six months, nearly 100,000 posts about Lebanon's tourism were recorded, generating close to 4 million interactions.** Sentiment leaned strongly toward admiration and curiosity, with almost half of the posts positive. The rise in positive mentions reflects not just satisfaction with individual trips, but a **broader optimism that Lebanon's culture, landscapes, and hospitality can continue to capture attention and inspire confidence in its potential.**

Tourists also show growing interest in experiences beyond the well-known landmarks. Mentions of **eco-lodges, hiking trails, and rural guesthouses** have multiplied, reflecting both a **global demand for sustainable and adventure tourism** and a **local readiness to share hidden landscapes.** For **Lebanese communities returning from abroad,** the experience carries layers of **nostalgia** and **rediscovery** – revisiting familiar places while embracing new forms of tourism that were less visible in the past.

Tourism conversations rose steadily in the spring before dipping by a third in June, only to rebound strongly as the season unfolded, **surging by more than 40% in July and climbing again in August** when festivals, beaches, and cultural highlights drew global attention. Engagement peaked around **seasonal events and influencer-driven content,** with global voices helping amplify Lebanon's appeal. Alongside these seasonal highs, **travelers also spoke about the day-to-day realities of their trips: what it cost, how easy it was to get around, and what left the strongest impressions.** They talked about cost, access, and logistics almost four times as often as emotional themes, but what stood out in the end was the **consistent positivity around Lebanon's culture and natural beauty.**



Lebanon is my dream country. My favorite food, the kindest people, it's been my dream to visit the country.



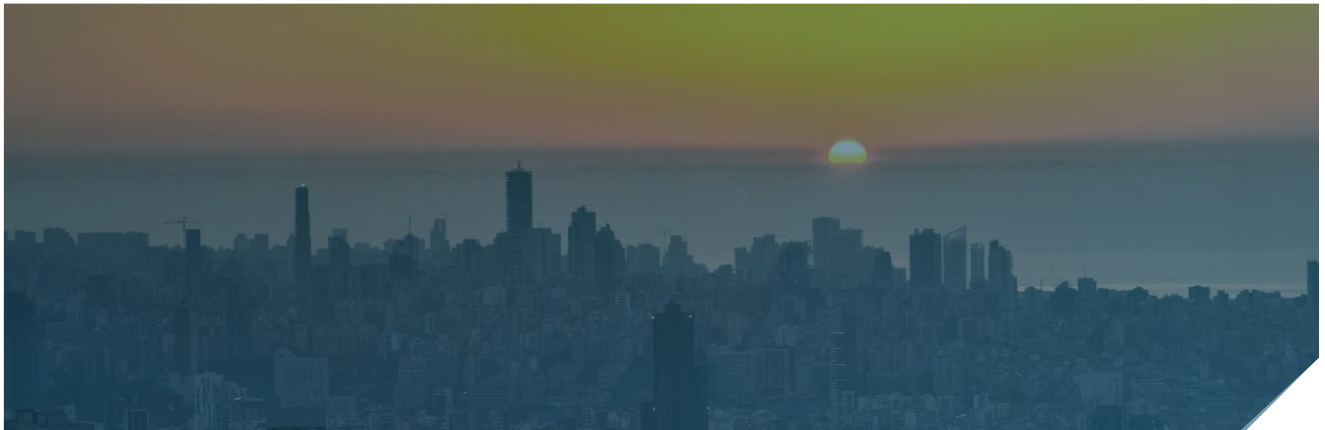
Lebanon blew me away with its mix of ancient history, nature and hospitality.

THE TURN TOWARD TOMORROW

Lebanon's future is being shaped by gradual changes in daily life, as people adjust their priorities and choices in ways that begin to point to what comes next. Families are increasingly focused on **stability** and **well-being**, paying greater attention **to healthier lifestyles, making use of digital tools for tracking health, and showing willingness to spend more on food choices that align with those priorities**

[7]. While these changes may seem modest, together they point to a shift in priorities, where people are looking not only to get by but to build healthier, more balanced lives.

At the same time, social expectations are shifting. People are speaking more openly about **the need for gender equality, more women in leadership and fairer opportunities for younger generations.** Change in these areas will take time, but the fact that these conversations are happening more often and shared more widely marks an expansion in what people see as possible for **Lebanon's future where progress is no longer being seen only in terms of economic recovery, but also through fairness, inclusion and opportunity.**



Lebanon in 2025 carries its difficulties, but it also carries the determination of its people who are steadily working towards a future built on greater stability and confidence. The data reveals a country in motion: consumer confidence rising, local products gaining ground, positive digital conversations multiplying, and tourism recovering to pre-crisis levels.

These shifts represent more than statistics. They mark **a turn in Lebanon's trajectory**, where the **combined effect of individual choices and collective confidence** begins to reshape the country's path forward.

The cedar's turn may be gradual, but the direction is clear: from surviving to rebuilding and from uncertainty to measured optimism.

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