

Highlights from Market Essentials

Financial strain dims holiday enthusiasm;
young consumers prefer experiences over items

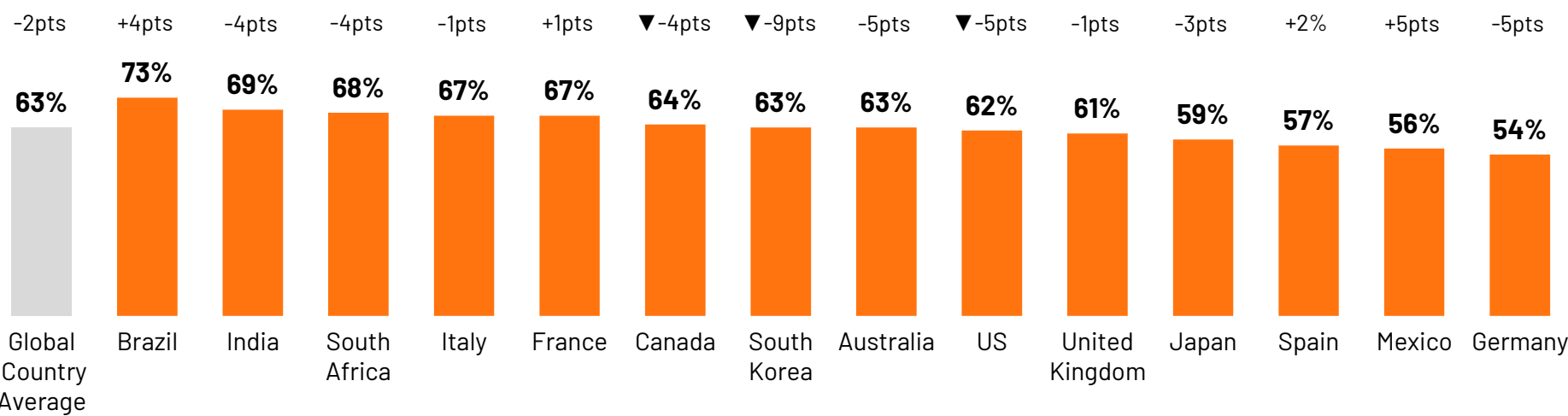
Insights based on Global Country Average across 15 countries where Market Essentials survey is conducted.

November 2025

Despite a slight improvement in some countries, 6-in-10 consumers once again expect to have lower holiday budgets than the previous year

“I expect to have less money to spend on end-of-year holiday gifts and celebrations this year” | Top-2 Box Agreement

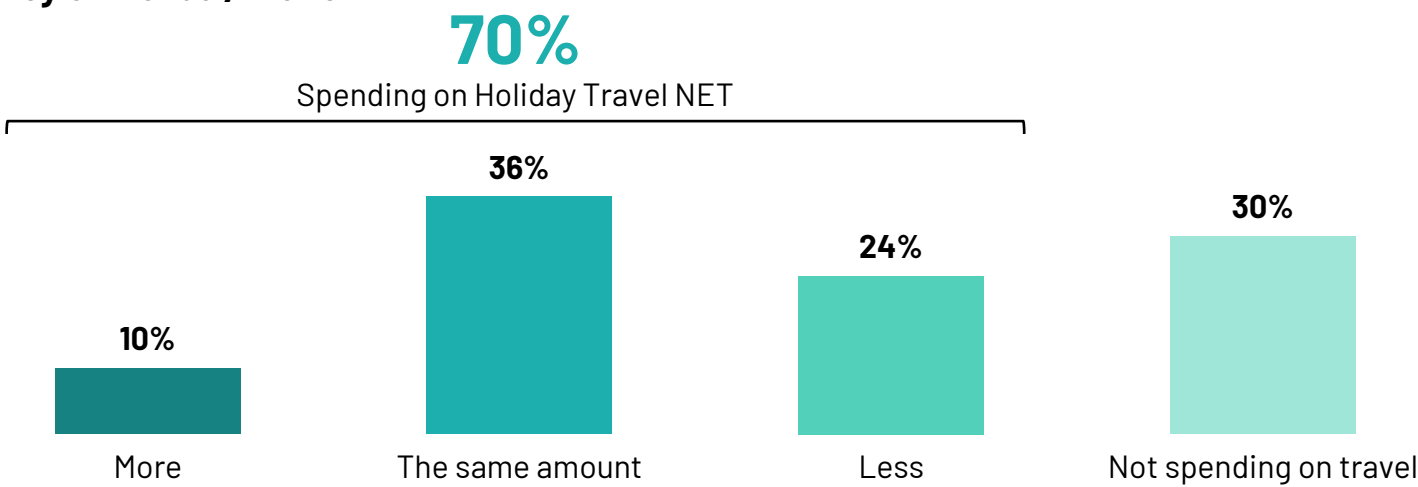
Change vs. Nov 2024



▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

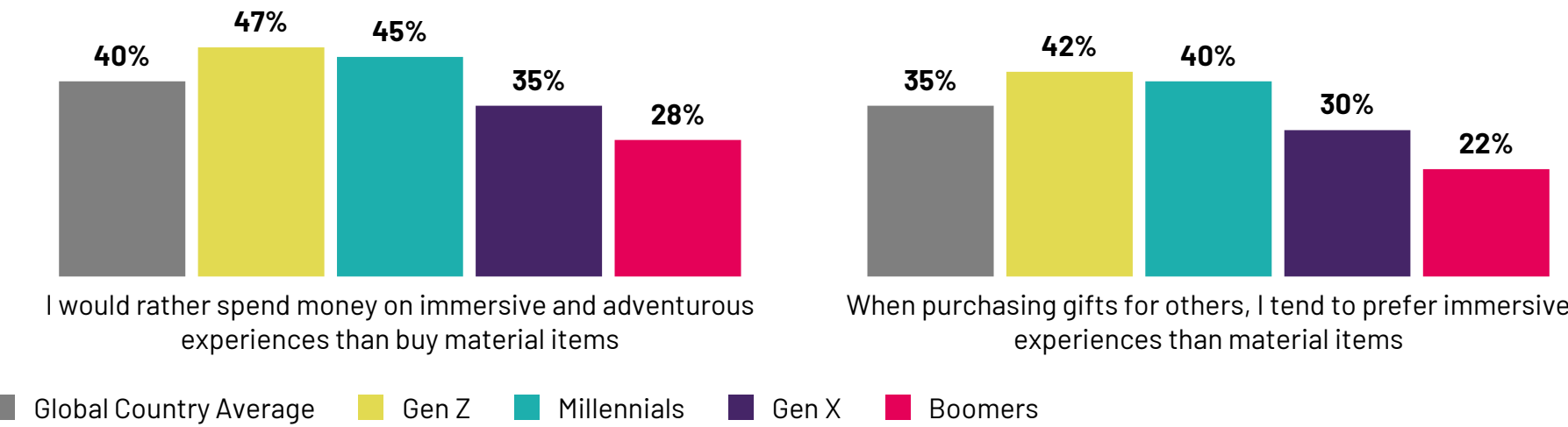
7-in-10 plan to allocate funds for holiday travel, but expectations are of less spending than the previous year

Spending Money on Holiday Travel



When deciding on how to allocate their limited funds, younger cohorts are most likely to prioritize immersive experiences over material items

Shopping Attitudes | Top-2 Box Agreement, by Generations



For more insights, country detail, or subscription information, contact essentials@ipsos.com

Ipsos Market Essentials monitors how people across the globe navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions. Each month Ipsos surveys consumers in 15 countries, including: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, the UK and the US.

