

APRIL 2025

Consumer Pulse

Stay on top of the latest consumer trends and how consumer mindset is shifting month to month.



FINDING 1

Consumers are pulling back on non-essential spend

43% say their spending on non-essential items has decreased slightly over the last 3 months.

49% have delayed or canceled a planned purchase.

The only category where most consumers are spending more now is grocery, reflecting rising food costs. In all other categories, most consumers are holding spend steady, or spending less.

FINDING 2

Consumers are understandably wary about what's ahead

Brands need to assess their messaging in order to connect with consumers.

78% plan some change to how they shop in the next month if economic concerns continue.

With **68%** buying fewer items, **67%** holding out for sales and promotions, and **60%** switching to lower cost alternatives.

FINDING 3

Consumers will still shop, but it's important that a brand's message resonates

For consumers hesitating to make a purchase:

68% are likely to be convinced to buy with brands communicating clear value or savings, such as limited time discounts, loyalty rewards or offers.

45% are looking for low-risk purchase options, like flexible returns, buy-now-pay-later options, or free shipping.

41% just want to feel confident that it's the right product. They can be helped with personalized recommendations, reviews, and easy product comparisons.

FINDING 4

Price is top of mind for consumers, and they're looking for transparency

Brands need a clear communication strategy around pricing changes, and even if you're not planning on making any changes.

61% want to know when prices will change and by how much.

48% want proactive communication on the cause of price changes, such as, supply chain impact and imports.

42% are looking for price transparency of any changes at a product level, i.e. some products may be impacted and others not, or impact might vary.

Only **6.5%** said they didn't want any communication.

FINDING 5

Consumers are already looking ahead to the holidays

80% anticipate some change to their holiday spend.

44% will search for more deals and discounts, which is likely to be top of mind for consumers this season.

34% plan on buying fewer items. Consumers will be searching for that "perfect" gift. Brands can help them feel confident it's the right product and guide them.

27% will start shopping earlier. The holiday shopping period now kicks-off in October, but this year might be even earlier, as shoppers look for deals, spend time finding ideal gifts, and spread their spend across more months.

Transform your marketing

Attentive is an email and SMS platform built to transform the way brands personalize consumer engagement. The platform activates real-time data from multiple channels and advanced AI to personalize content, tone, and timing. This helps brands deliver 1:1 personalized messages that truly resonate with their customers.

Discover how Attentive's AI-powered marketing platform can help you deliver the hyper-personalized experiences your customers want at scale.



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