

# Attentive Consumer Pulse

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



## FINDING 1

### Consumers sentiment continues to stabilize

**As economic conditions hold steady and inflation slows, consumers are feeling more positive.**

**35%** say their spending on non-essential items has not changed over the last month, compared to 29% in the previous month. **26%** say they have slightly or significantly increased spending over the past month.

**Only 24%** say their spending on non-essential items has decreased slightly over the last month, compared to 32% in May. This is the lowest recorded since we started surveying consumers in April.

**36%** have no plans to cancel or delay a planned purchase compared to 38% last month.

## FINDING 2

### Consumers consistently prioritize value, trust, convenience, and flexibility.

**Shoppers value the same factors—whether they're first time buyers or long-time fans.**

**Value leads decision-making** - 62% of shoppers say clear value and competitive pricing was the top factor when making a first-time purchase. 62% also say it's also their top consideration for a repeat purchase.

**Brand trust builds loyalty** - 49% consider trust in brand values and reliability when deciding on a first-time purchase. 53% factor it in when making a repeat purchase.

**Convenience drives action** - 45% look for convenience and speed before making a first-time purchase. 40% weigh it heavily when deciding on a repeat purchase

**Transparency & flexibility set brands apart** - 43% of consumers want flexible purchase options, such as easy returns, when considering a first-time purchase. 32% value transparent communication—like alerts for shipping delays or low stock—before making that initial decision

## FINDING 3

## Age plays a significant role in changes in purchasing behavior

While younger shoppers report rising non-essential spending, they're also more likely to adapt if economic concerns continue. Older generations remain more steady in their habits.

**Gen Z: 41%** say their spending on non-essential items has increased over the last month, however they're more likely to **switch to lower-cost alternatives** (66%) or buy fewer items (66%) if economic concerns continue.

**Millennials: 35%** say their spending on non-essential items has increased compared to 33% from May. 61% plan to **wait for sales and promotions** when making purchases if economic concerns persist.

**Gen X: Only 18%** say their spending on non-essential items has increased over the past month and are much more likely to **wait for sales and promotions** if economic conditions continue (70%).

**Boomers: 44%** say their spending on non-essential items has not changed over the last month, but they're **less likely to cancel a planned purchase** (only 34%). In fact, 52% do not plan to change how they shop in the next month if economic concerns continue.

## FINDING 4

## Gen Z and Millennials are kicking off holiday shopping early

While nearly half of younger shoppers will have started before October, most consumers are planning to spend differently this season, with more deal-seeking and fewer items in their carts.

**39% of people plan to start their holiday shopping before October** — and 8% have already started! **Only 23%** plan to hold out on starting their holiday shopping until November.

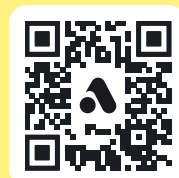
**48% of Gen Z and 46% of Millennials** say they'll begin shopping before October. In contrast, only 27% of Boomers plan to start that early.

**75%** anticipate some change to their holiday spend, up slightly from 74% in May.

**33% plan on buying fewer items**, compared to 31% in May, and **37% will search for more deals and discounts**, compared to 35% in the last Pulse.

## 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.



attentive.com