



driverresearch

2025 Consumer Survey

Holiday Shopping



A decorative string of blue and green lights runs diagonally across the top and bottom of the page. The lights are teardrop-shaped and connected by a thin black line.

About the Report

To better understand how consumers approach holiday shopping in 2025, **Drive Research** surveyed more than 1,200 U.S. consumers about their spending plans, shopping behaviors, and attitudes toward Cyber Week and the broader holiday season.

The findings provide a detailed look at when, where, and how shoppers plan to buy, as well as what motivates their decisions—from the influence of deals and free shipping to the role of AI and economic pressures.

This report was designed with retail and consumer packaged goods (CPG) leaders in mind. By combining consumer sentiment with measurable trends, it highlights the key insights that will shape strategies for Black Friday, Cyber Monday, and beyond.

Whether you are refining your promotional calendar, testing new sales channels, or looking to understand shifts in shopper priorities, these insights will help inform stronger, data-driven decisions for the season ahead.

Conduct custom market research with your **target audience**

Drive Research is a global market research company specializing in various quantitative and qualitative methodologies.

Our firm works best as a market research consultant rather than the same old traditional cookie-cutter vendor. Drive Research works with you to truly understand your objectives, goals, and outcomes to create a custom research study to address those needs as a partner.

Most importantly, our best-in-class insights lead to **actionable strategies for growth and increased revenue opportunities for your business.**



 [Industries](#) [Services](#) [Panel](#)



Online Surveys

There is a science to survey design, fieldwork management, and reporting. Drive Research follows an exclusive process to produce actionable solutions.



Focus Groups

Whether it be in-person, online, or text focus groups, Drive provides end-to-end project management with our recruiting, moderating, and reporting services.



Qualitative Recruiting

We specialize in online recruiting including the use of our national panel and social media ads to quickly recruit quality participants cost-effectively.



In-Depth Interviews (IDIs)

Have a detailed conversation with key influencers and content creators to gather in-depth feedback about your brand, products, or services.



User Experience (UX)

Our methodology for user experience utilizes screen-sharing technologies with a trained interviewer, interviewee, and a question guide.



New Product Development

Identify, create, and launch successful new products, services, or concepts by using market research, prototyping, and testing.

There's more where that came from
See our services



Key Findings

Amazon Prime Day is Gaining Ground on Black Friday

More than one in four shoppers (27%) believe Prime Day has the best deals of the year, slightly ahead of online Black Friday (25%). For retailers, this shows the holiday shopping season is stretching earlier, creating pressure to launch competitive promotions before November.

Shoppers Plan to Spend Big — Many Crossing the \$1,000 Mark

One in five consumers (20%) plan to spend \$1,000 or more this season, with another 22% expecting to spend between \$400 and \$599. This signals opportunity for retailers to spotlight higher-ticket items and bundle deals that encourage bigger baskets.

Value Still Outweighs Speed for Shoppers

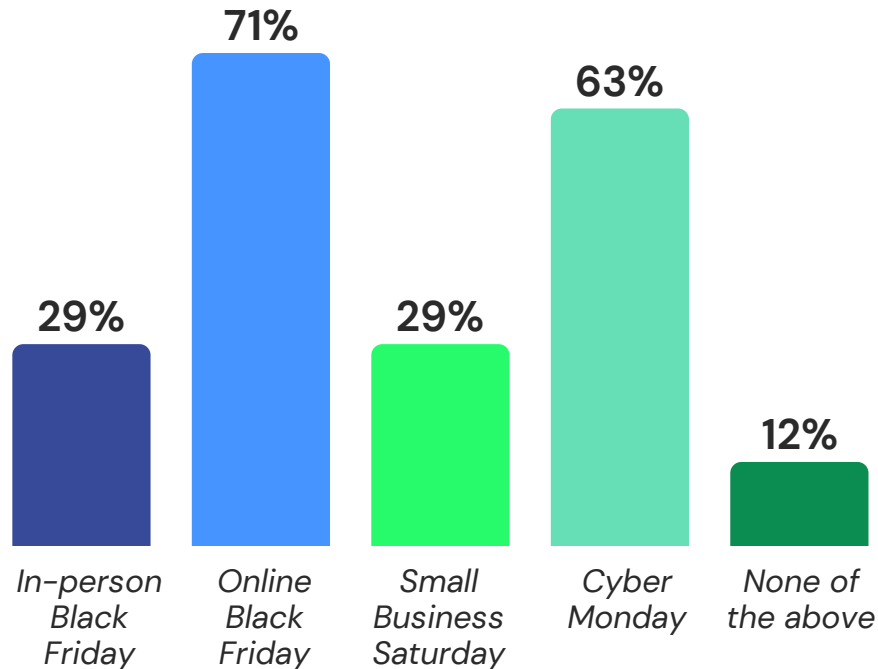
When deciding where to shop during Cyber Week, consumers place the greatest weight on free shipping (77%) and promotions (76%), while factors like fast delivery and flexible returns rank much lower. This shows that shoppers are willing to trade convenience for value.

AI is Shaping Shopping Decisions

Nearly 60% of consumers would use AI to find the lowest prices, and about half would use it to track coupons or price drops. Retailers that integrate AI-powered assistance or personalization can better align with evolving shopper expectations.

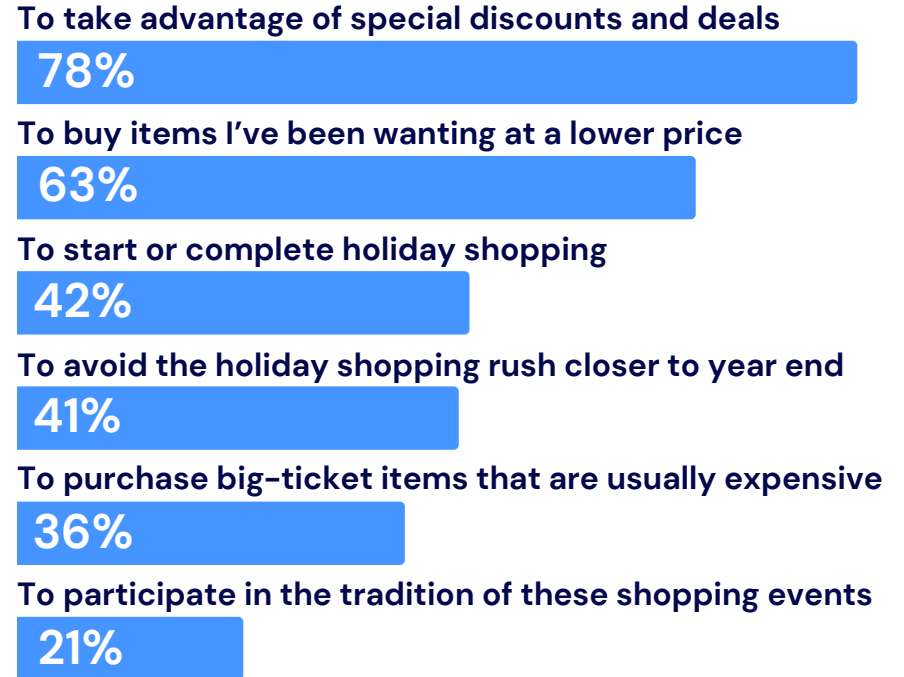
88% plan to shop during Cyber Week 2025 – mostly online

Which days do you plan to shop on this year?



Most participate because of special Cyber Week deals

Why do you plan to shop during Cyber Week?



Amazon sets the pace for holiday promotions

Amazon Prime Day (27%) has edged out online Black Friday (25%) as the shopping event consumers believe offers the best deals, signaling that the holiday season is no longer anchored only in late November.

Cyber Monday (14%) and in-person Black Friday (13%) still matter, but digital-first shopping clearly dominates.

For retailers and CPG brands, this means promotions need to start earlier, lean heavily on online channels, and focus on value-adds beyond just price to compete with Amazon's lead.

Which shopping day or retail event do you think offers the best deals of the year?

Amazon Prime Day

27%

Online Black Friday

25%

Cyber Monday

14%

In-person Black Friday

13%

Walmart Holiday Deals

8%

Target Circle Week

7%

Amazon isn't just fueling early holiday momentum with Prime Day—it's where nearly everyone plans to shop online during Cyber Week

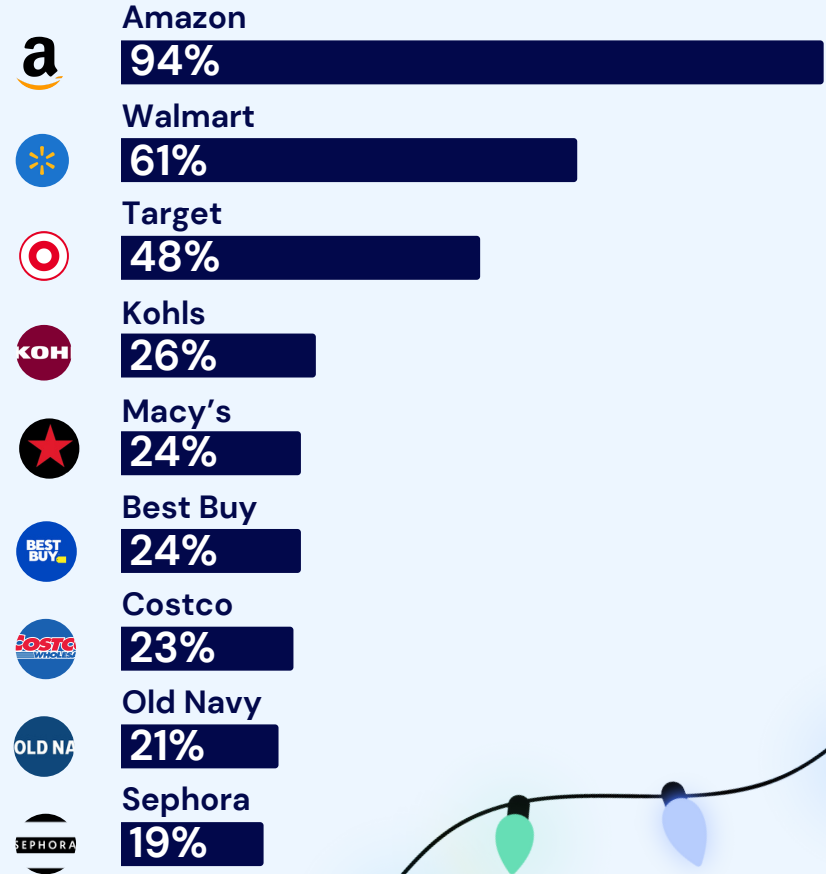
Amazon's influence extends beyond when promotions begin to where consumers spend their money. This year, **94% of online shoppers say they'll purchase from Amazon during Cyber Week**, a 9% jump from our 2024 survey.

For retailers and CPG brands, this presents two key opportunities:

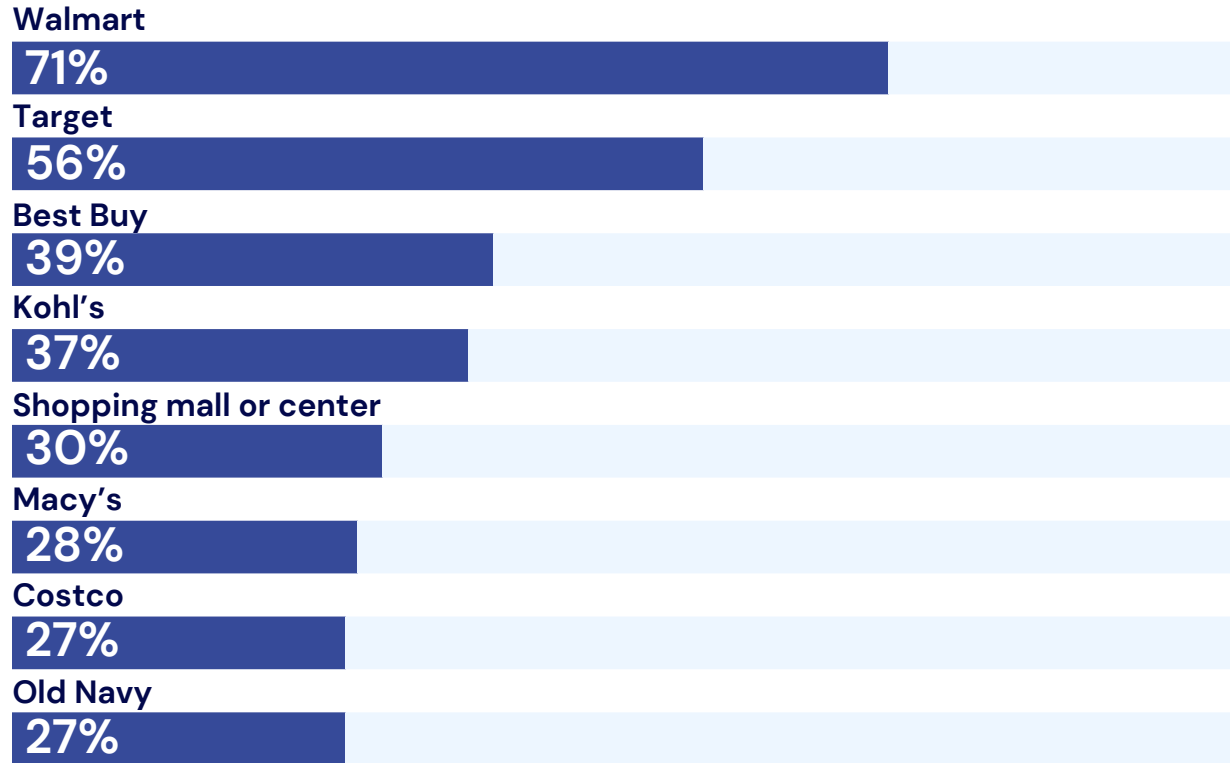
- 1 **Invest in Amazon advertising** to gain visibility during the highest-traffic shopping period of the year.
- 2 **Consider selling directly on Amazon** to meet consumers where they already plan to spend.

Even if a brand's primary goal is to drive traffic to its own website, leveraging Amazon's dominance can serve as both a customer acquisition strategy and a way to capture incremental sales during Cyber Week.

Where do you plan to shop online for Black Friday and/or Cyber Monday?



Where do you plan to shop in-person on Black Friday?



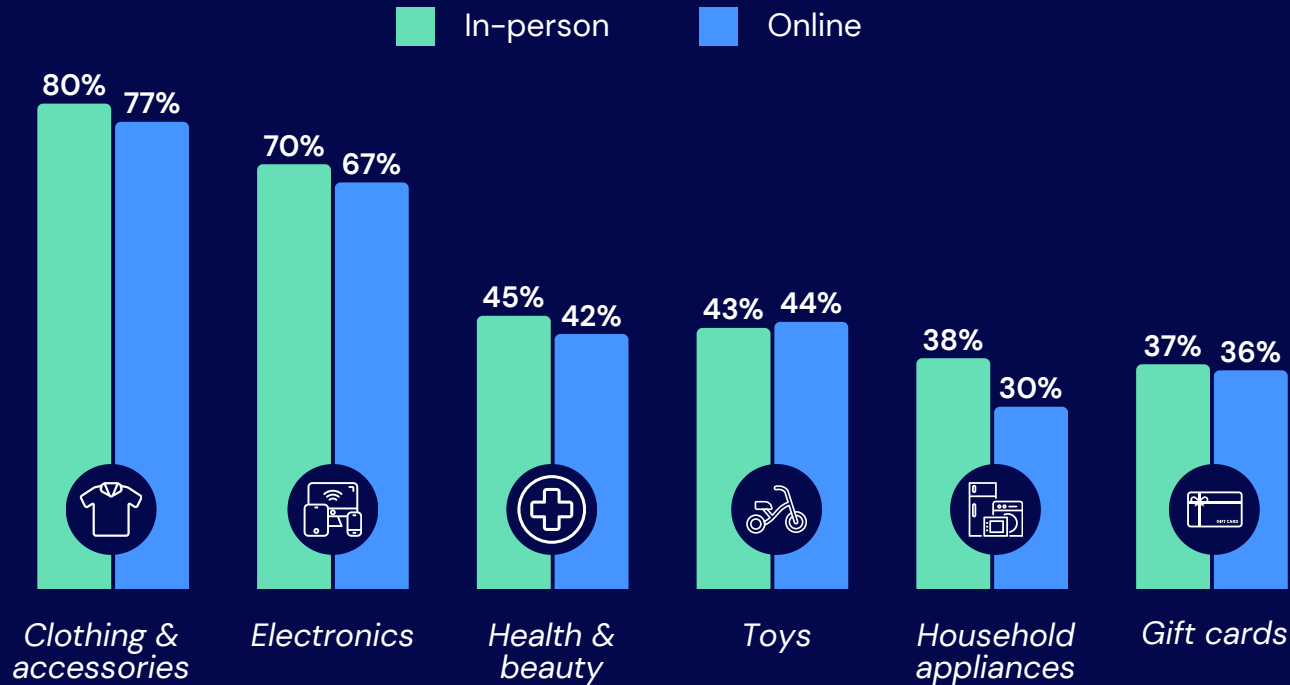
Walmart and Target will attract most in-person shoppers on Black Friday

The biggest story here is Walmart's dominance—nearly three out of four Black Friday shoppers plan to visit, putting it far ahead of any other retailer.

What's also interesting is the strong role of malls and shopping centers, showing that despite the rise of e-commerce, Black Friday still draws people to multi-retailer destinations for the experience and variety.

Consumers are making a shopping list, and checking it twice

What type of purchases do you plan to make during Cyber Week?



What's most interesting here is how category drives channel preference.

Clothing and electronics dominate both online and in-store, but appliances still pull more shoppers into physical stores—likely because people want to see big-ticket items before buying.

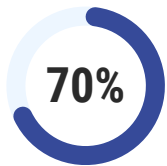
Toys are almost perfectly split between online and in-person, showing how flexible parents are in how they shop. And gift cards are now nearly as likely to be purchased digitally as in-store, signaling a shift toward convenience.

Only 22% of consumers have plans to increase their holiday shopping budgets from previous years

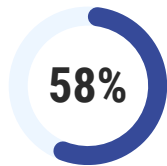
Consumers remain highly value-conscious and are shifting priorities to make holiday budgets go further.

Brands can respond by emphasizing affordability through deals and bundles, reinforcing essential categories like groceries, and offering flexible payment options such as Buy Now, Pay Later. Beyond price, brands that deliver convenience, trust, and a strong customer experience will be better positioned to capture cautious shoppers.

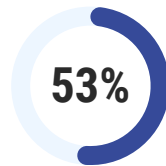
Why do you plan to spend less money on holiday shopping this year?



Rising costs of living



Rising costs of groceries



High inflation



On average, how much do you typically spend on holiday shopping?

Less than \$200

14%

\$200 to \$399

19%

\$400 to \$599

22%

\$600 to \$799

14%

\$800 to \$999

10%

\$1,000 or more

20%

I don't plan on spending any money on holiday shopping this year

2%

Despite budget pressures, 1 in 5 will spend at least \$1,000 this holiday season

While most consumers plan to spend the same or less than last year, a significant 20% still expect to spend \$1,000 or more on holiday shopping.

This group represents a critical opportunity for retailers to capture high-value baskets with premium products, bundles, and targeted promotions, even in a cautious spending environment.

Shoppers may accept slower delivery if the price is right

What factors are important when choosing where you shop during Cyber Week?

Free shipping

77%

Promotions/sales

76%

Availability of products

62%

Fast shipping times

49%

Return/exchange policies

48%

Online reviews

41%

Buy online pick up in-store (BOPUS) capabilities

21%

Shoppers aren't distinguishing much between "getting a deal" and "not paying for shipping" meaning both feel equally critical to them.

What stands out further is the steep drop-off after those two factors of choice.

Product availability still matters, but convenience factors like speed and return policies trail by more than a quarter percentage. This suggests Cyber Week is less about the fastest or most flexible experience and **much more about perceived value.**

Another nuance is that while "fast shipping" is a common retail talking point, **less than half of consumers actually rank it as a top priority during Cyber Week.** That indicates shoppers may accept slower delivery if the price is right and the item is available.

Consumers mostly discover Cyber Week deals via retailer websites and promotional emails

How do you typically discover Cyber Week deals?



61% reported
retailer **websites**



54% reported retailer
promotional **emails**



54% reported retailer
social media ads



34% reported
retailer app
notifications



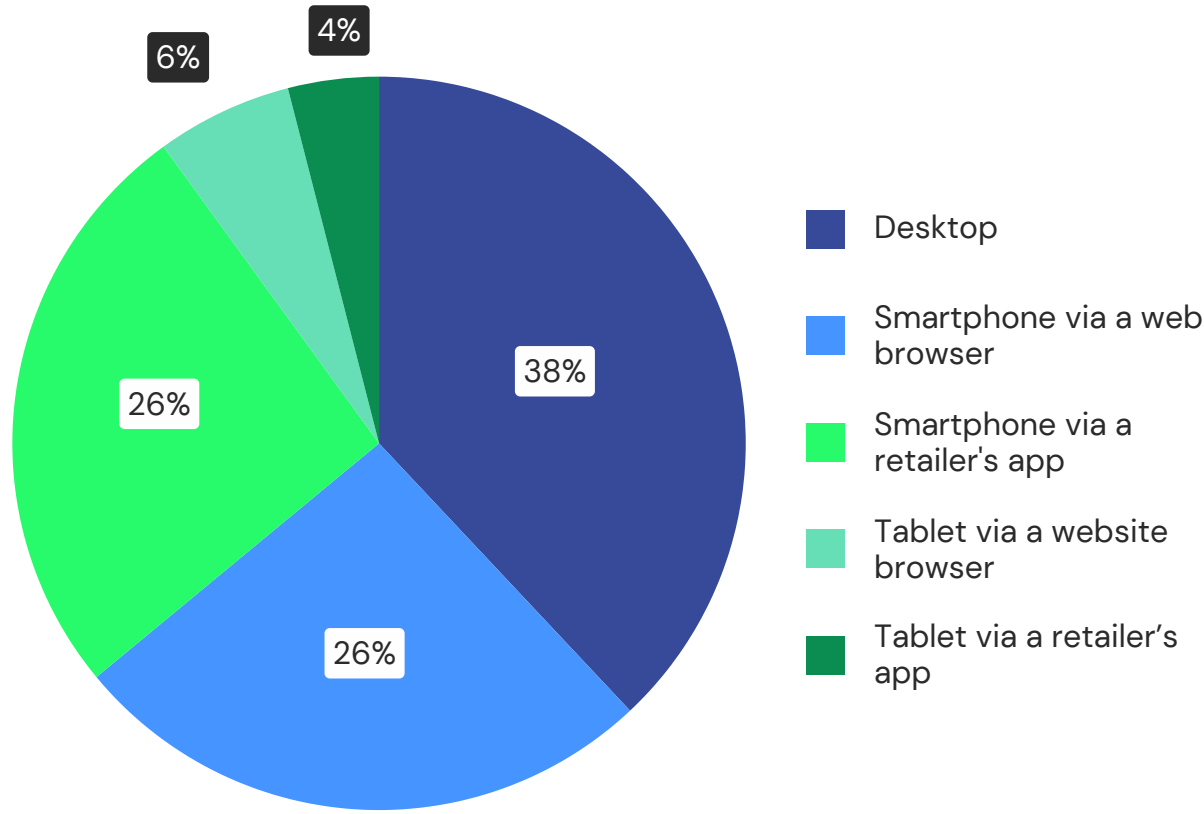
33% reported
recommendations from
family/friends



28% reported
online
blogs/articles



How do you prefer to shop online for Cyber Week?



Apps trail behind websites during Cyber Week

Retailer websites aren't just where consumers discover deals, they're also where they prefer to shop.

70% of online shopping happens through browsers (desktop, mobile, or tablet), while fewer than one in three prefer retailer apps.

This reinforces a clear priority for brands: A seamless website experience is not optional, it's essential. A slow load time, clunky checkout, or confusing navigation can directly cost sales during the busiest shopping week of the year.

3 in 4 consumers are considering using AI to help with holiday shopping

AI is quietly reshaping how consumers approach Cyber Week in that it's becoming a decision-making shortcut. Shoppers are leaning on it to do the heavy lifting like comparing prices across sites, tracking drops, and even curating gift ideas.

And it's already influencing behavior:

1 in 10 consumers discover Cyber Week deals through AI tools

For retailers, this means AI isn't just another channel, it's a gatekeeper.

If your brand's prices, promotions, or product information aren't optimized to show up well in AI-driven searches and summaries, you risk being invisible to a growing share of holiday shoppers.

In what ways would you consider using AI to help with holiday shopping?

Finding the lowest prices across multiple sites

59%

Helping track price drops or coupons

49%

Comparing product reviews and ratings

40%

Recommending gift ideas for specific people

31%

Creating a shopping list or gift guide

28%

I would not use AI for holiday shopping

25%

How Drive Research can help

Drive Research is a full-service market research company, providing custom qualitative and quantitative studies for organizations across the country. We provide a window into your customers' world so you can build successful business, sales, and marketing strategies.



[Request a quote](#)





Better Data. Better Decisions. Better Strategy.

 driveresearch.com

|  projects@driveresearch.com

|  888.725.DATA