



Holiday Shopping 2025

'Tis the season for smarter spending and renewed confidence

Explore insights from our 19th Annual Holiday Shopping Survey—and learn how to help shoppers shift from being overwhelmed to being confident.

Consumers are looking for value, and the search is stressing them out

They've already started buying gifts, and they're on the hunt for deals and promotions. But the barrage of offers they're encountering is overwhelming.



A significant majority (85%) of shoppers are likely to abandon their carts altogether due to frustration or indecision.

Turning pressure into potential

As consumers search for clarity in-store—and hope for inspiration besides—frontline employees are under increasing pressure.

70%

cite angry or impatient customers as their top source of stress

9 in 10

report exhaustion after a difficult customer conversation

51%

report inadequate holiday staffing

However, the right tools and support can empower frontline workers to turn holiday chaos into customer connection.



Generative AI (gen AI) can reduce stress and help boost spirits all around

A significant majority (77%) of people say they plan to use gen AI for assistance with holiday shopping. The top three gen-AI-related consumer demands:

- 1 Show deals alongside recommendations
- 2 Make tools less robotic, more “human”
- 3 Provide better product comparisons with summarized pros and cons.

67%

of frontline sales staff believe gen AI could make their jobs easier

9 in 10

say gen AI tools would be valuable for answering questions or checking stock

38%

find it easier to assist customers who use AI tools



MediaMarktSaturn, a European electronics retailer, has developed a prototype voice-enabled AI agent to support its store workers. The agent enables frontline staff to access product information in real time even as they engage with the consumer.

However, only 5% of US retailers expect to be fully optimized for gen AI-driven customer interactions by 2026.

~70%

of the frontline workers have access to only basic digital tools like scheduling systems and inventory management apps

3 in 4

don't have access to advanced tech like gen AI-powered assistants or shelf-scanning technologies

How can retailers win this holiday season?

01. Simplify

Simplify shopping journeys by cutting the noise. Use gen AI and curated content to the extent possible to guide shoppers to the right choice, faster.

02. Recommend

Build gen AI as a shopper's friend in this era of recommendations to enable a successful omnichannel experience. Use of AI in retail needs to be more human, inspire trust and mirror the brand's tone.

03. Connect

Strengthen human connections by empowering store staff with advanced tools where possible and providing the training they need to use those tools confidently. When frontline teams feel supported, customers feel it too.

When every interaction—digital or in-store—reduces friction and builds trust, both shoppers and staff walk away with something priceless: a better season.