

# 3 Consumer Trends to Watch in 2025

Dive into the data to explore key trends shaping consumer behavior in 2025 and discover strategies helping top brands drive foot traffic to brick-and-mortar stores.

1. **Low prices and a “treasure-hunt” atmosphere can motivate a diverse range of consumers.** Analysis of various apparel categories reveals a steady increase in the share of visits going to off-price retailers and thrift stores, at the expense of traditional apparel chains – and a clear preference for second-hand retailers among both younger and older consumer segments.
2. **Increasingly, consumers obtain value by visiting a mix of high-end and budget retailers.** Between 2021 and 2024, the share of upscale department store visitors that also visited a Goodwill or Ross Dress for Less increased significantly.
3. **Consumers are changing the way they interact with big-box retailers, utilizing multiple pick-up channels or stopping in for just a few items.** In 2024, a greater share of superstore and wholesale club shoppers made super-quick trips compared to 2019.
4. **Consumers are looking beyond QSR for new ways to grab a quick meal, turning to both grocery and fast-casual chains for convenient midday bites.** Since 2019, grocery stores, and to a lesser extent fast-casual chains, have been claiming a growing share of the midday short visit pie.
5. **Pop culture collabs resonate with today’s consumers.** Chains across industries – from **Wendy’s** to **Crumbl Cookies** and **Bath & Body Works** – are finding success by partnering with iconic brands and franchises. These strategic collaborations generate buzz – and foot traffic – leading to significant visit increases during the promotional period.
6. **Initiating share-worthy trends around classic products like popcorn can drive engagement and traffic to physical retail spaces.** **Cinemark’s** “Bring Your Own Bucket” campaign on National Popcorn Day in 2025 boosted visits by 57.4% relative to the Sunday visit average for January and February 2025.



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In today's retail landscape, consumer behavior is influenced by a multitude of factors, directly impacting the success of products and brands. This report explores the latest trends in value perception, shopping behavior, and media consumption that impact which brands consumers are most likely to engage with – and how.

## Demand for Value and the Perfect Piece

In the apparel space, consumers continue to prioritize [value](#) and [unique](#) merchandise.

### Thrift and Off-Price Shopping Appeals to Diverse Audience Segments

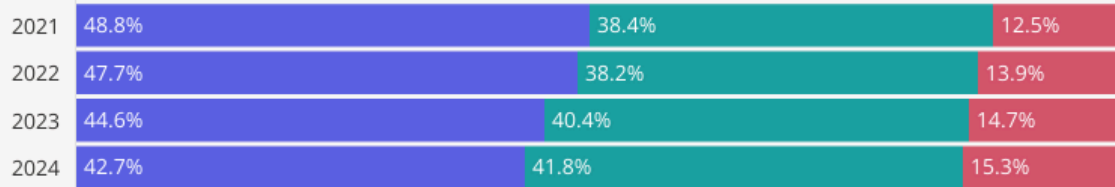
Analysis of visits to various apparel categories reveals a steady increase in the share of visits going to [off-price retailers](#) and [thrift stores](#) at the expense of traditional apparel chains.

And the popularity of off-price chains and thrift stores appears to be widespread across multiple audience segments. Analyzing [trade area data](#) with the [Experian: Mosaic](#) psychographic dataset reveals a clear preference for second-hand retailers among both younger (ages 25-30) and older (51+) consumer segments. Meanwhile, middle-class parents aged 36-45 with teenagers – the “Family Union” segment – are significantly more likely to shop at off-price apparel stores, highlighting their emphasis on buying new, while saving both time and money.

This suggests that the powerful blend of [treasure-hunting](#) and deep value, central to both the off-price and thrift experiences, is driving traffic from a variety of audiences, and that other industries could benefit from combining affordability with the allure of unique products.

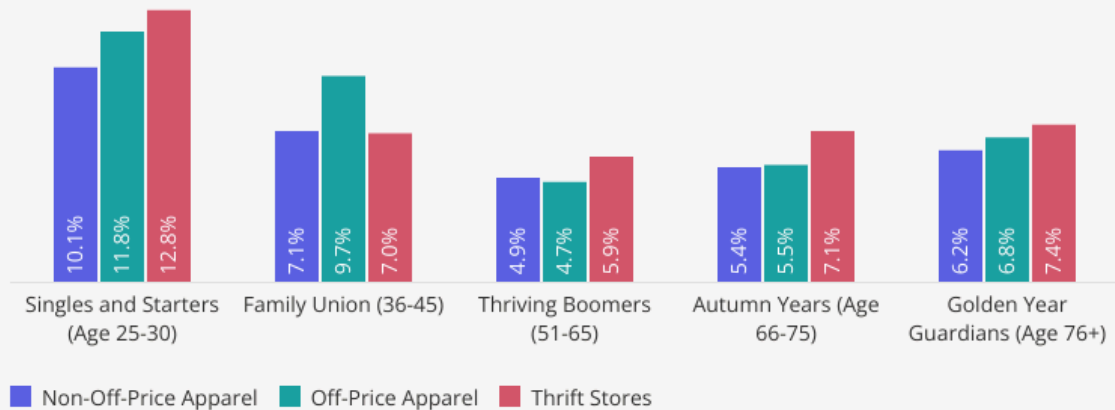
## Thrift and Off-Price are Driving Traffic From a Variety of Audiences

Relative Visit Share of Apparel Categories



Download data

Share of Captured Market Audience Segments for Apparel Categories in 2024



Download data

\*Based on [Experian: Mosaic](#) dataset combined with Placer.ai captured trade area data.

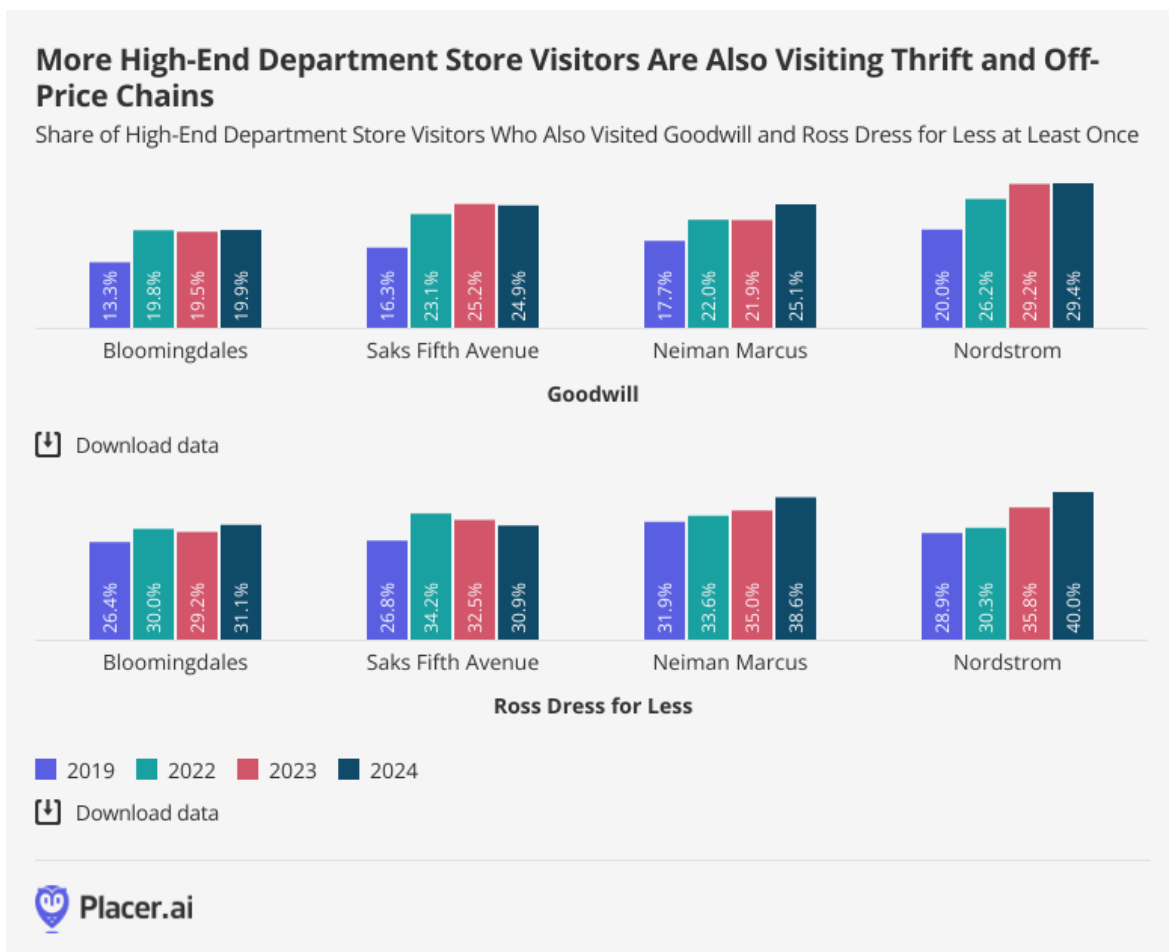


## Consumers Shop a Mix of High-End and Budget Retailers, Balancing Cost and Quality

Diving deeper into the location intelligence for the apparel space further highlights thrift and off-price's broad appeal – and that a combination of quality and price motivates consumers to visit different retailers.

Between 2019 and 2024, the share of Bloomingdale's, Saks Fifth Avenue, Neiman Marcus, and Nordstrom visitors that also visited a Goodwill or Ross Dress for Less increased significantly.

And while this could mean that the current economic climate is causing some [higher-income](#) consumers to trade down to lower-priced retailers, it could also be that consumers are prioritizing sustainability and seeking value in terms of [“bang for their buck”](#) – shopping a combination of retailers depending on the cost versus quality considerations for each purchase.



## Flexible Consumerism on the Rise

Consumers increasingly expect to shop on their own terms, opting for a more flexible shopping experience that blurs the lines between traditional retail channels and categories.

### Superstores as Quick-Visit Destinations

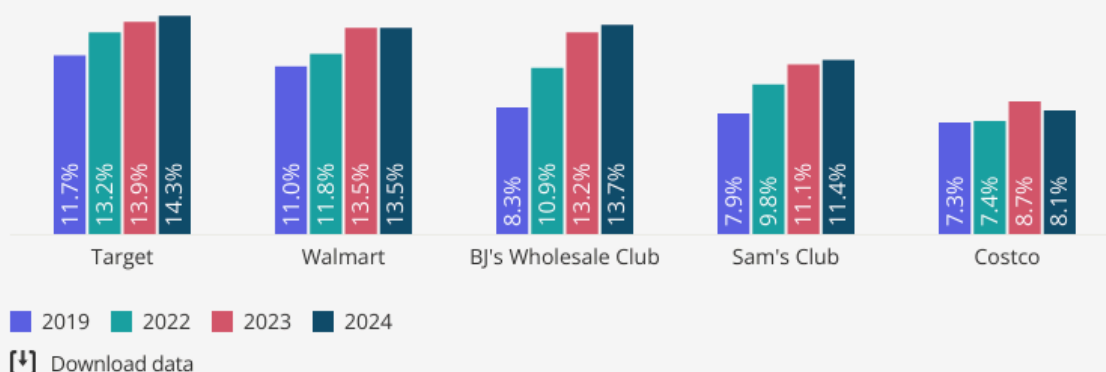
Superstores and warehouse stores, for example, often evoke the image of navigating aisle after aisle of nearly every product imaginable – a time-consuming endeavor given the sheer size of their stores. But the latest location intelligence shows that more consumers are turning to these retailers for super-quick shopping trips.

Between 2019 and 2024, the share of visits lasting less than ten minutes at Target, Walmart, BJ's Wholesale Club, Sam's Club, and to a lesser extent Costco, rose steadily – perhaps due to increased use of flexible [BOPIS](#) (buy online, pick-up in-store) and [curbside pick-up options](#). These stores may also be seeing a rise in consumers popping in to grab just a few items as-needed or to cherry-pick particular deals to complement their larger online shopping orders.

This trend highlights the demand for frictionless store experiences that allow visitors to conveniently shop or pick up orders even at large physical retailers.

## Consumers are Increasingly Making Quick Shopping Trips or Utilizing Flexible Pick Up at Big-Box Stores

Share of Visits Under 10 Minutes to Superstores and Warehouse Stores



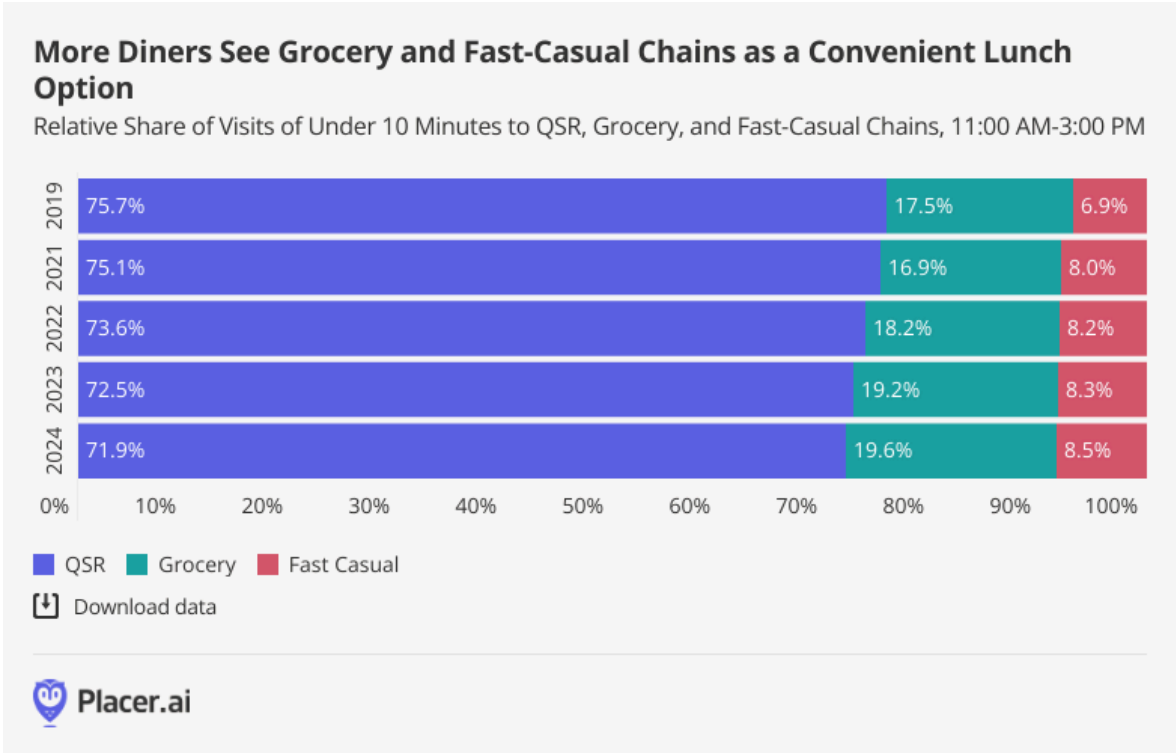
### Finding Quick Eats Outside of the Quick-Service Category

And the breaking down of traditional retail silos isn't limited to big-box chains. Diving into the data for quick service restaurants (QSR), fast casual chains, and grocery stores indicates that more consumers are also looking for new ways to grab a convenient bite.

Since 2019, grocery stores have been claiming an increasingly large share of the midday short visit pie – i.e. visits between 11:00 AM 3:00 PM lasting less than ten minutes – at the expense of QSR chains. This suggests that consumers seeking quick and affordable lunches are increasingly turning to grocery stores to pick up a few items or take advantage of [self-service food bars](#). Notably, the rise in supermarket lunching hasn't come at the expense of fast-casual restaurants, which have also upped their [quick-service](#) games – and have seen a small increase in their share of the quick lunchtime crowd over the past five years.



While some of QSR’s relative decline in short lunchtime visits could be due to discontent with [rising fast-food prices](#), it’s clear that an increasing share of consumers see [grocery](#) and [fast-casual](#) chains as viable options during the lunch rush.



# Tapping into Trends Amplifies Brand Success

In 2025, tapping into hot trends and creating viral moments are among the most powerful tools for amplifying promotions and driving foot traffic to physical stores.

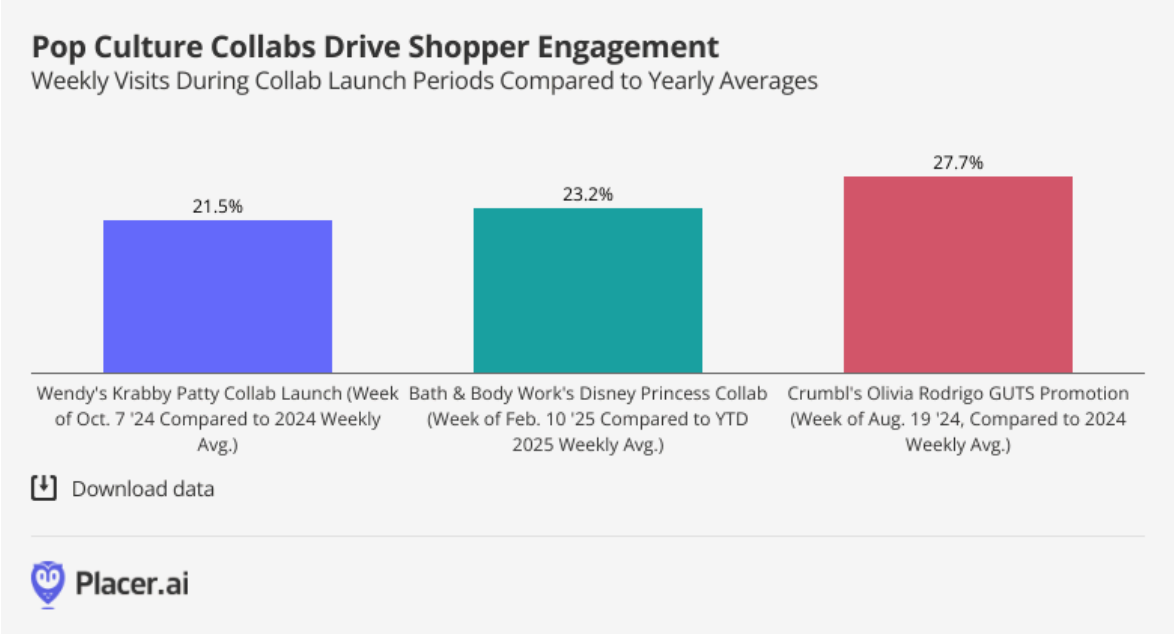
## Pop Culture Collabs Drive Customer Engagement

Retailers across categories have successfully harnessed the power of pop culture collaborations to generate excitement – and visits – by leaning into trending themes. On October 8th, 2024, for example, Wendy’s launched its epic [Krabby Patty](#) Collab, inspired by the beloved SpongeBob franchise. And during the week of the offering,

the chain experienced a remarkable 21.5% increase in foot traffic compared to an average week that year.

Similarly, Crumbl – adept at creating buzz through [manufactured scarcity](#) – sparked a frenzy with the [debut](#) of its exclusive Olivia Rodrigo GUTS [cookie](#). Initially available only at select locations near the artist’s concert venues, the cookie was launched nationwide for a limited time from [August](#) 19th to 24th, 2024. This buzz-driven release resulted in a 27.7% traffic surge during the week of the launch, as fans rushed to get a taste of the star-studded treat.

And it’s not just dining chains benefiting from these pop-culture moments. On February 16th, 2025, Bath & Body Works [launched](#) a Disney Princess-inspired fragrance line, perfect for fans of Cinderella, Ariel, Belle, Jasmine, Moana, and Tiana. The collaboration resonated, fueling a 23.2% visit spike for the chain.



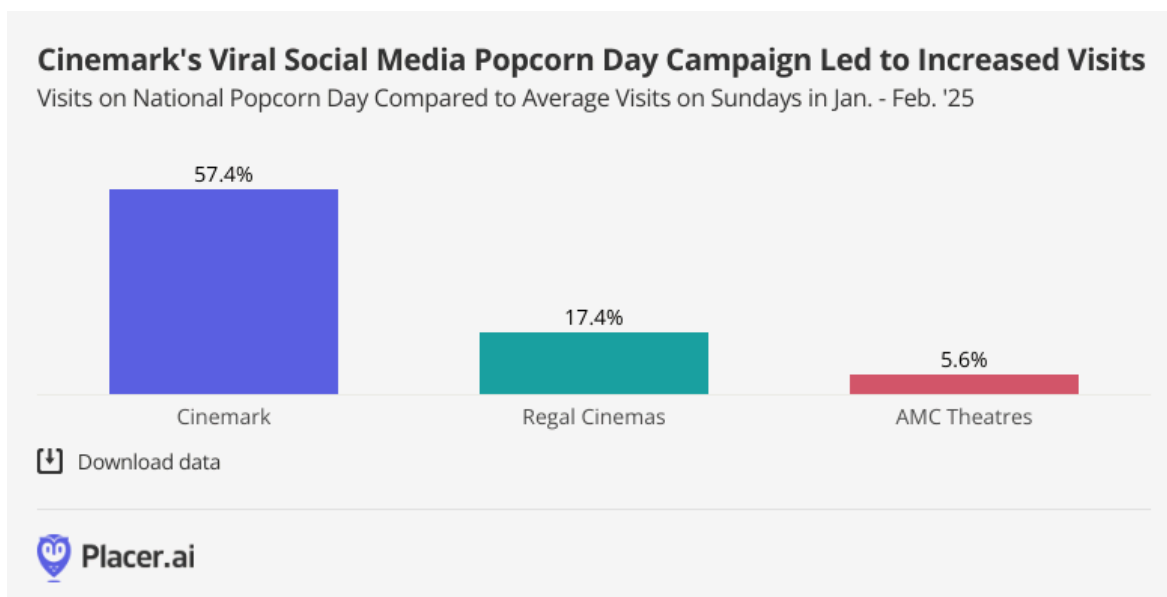
**Trend-Setting Promotion Drives Visits to Cinemark**

While tapping into existing pop-culture trends has the ability to drive traffic, so does creating a new one. Analysis of movie theater visits on National Popcorn Day (Sunday,

January 19th, 2025) shows how initiating a trend can spur social media engagement and impact in-person traffic to physical retail spaces.

National Popcorn Day was a [successful](#) promotional holiday across the movie theater industry in 2025. Both [Regal Cinemas](#) and [AMC Theatres](#) offered popcorn-based promotions on the day, but Cinemark's "[Bring Your Own Bucket](#)" campaign, in particular, appears to have spurred a significant foot traffic boost during the event.

Visits to Cinemark on National Popcorn Day in 2025 increased 57.5% relative to the Sunday visit average for January and February 2025, as movie-goers showed off their out-of-the-bucket popcorn receptacles on [social media](#). Clearly, by starting a trend that invited creativity and expression, Cinemark was able to amplify the impact of its National Popcorn Day promotion.



## The 2025 Consumer

Location intelligence illuminates some of the key trends shaping consumer behavior in 2025. The data reveals that value-driven shopping, demand for flexibility across touchpoints, and the power of unique retail moments have the power to drive consumer engagement and the success of retail categories, brands, and products.