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3 Consumer Trends to Watch in 2025



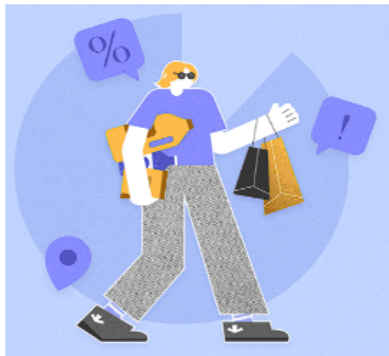
Dive into the data to explore key trends shaping consumer behavior in 2025 and discover strategies helping top brands drive foot traffic to brick-and-mortar stores.

Read the report to find out:

- Who are the shoppers driving the shift towards thrift stores and off-price apparel retailers?
- How has consumer interaction with superstores changed over the past five years?
- Which retail category has emerged as a new, hot lunchtime destination?
- Which pop culture collabs drove foot traffic in 2024 and early 2025?
- What classic product was the focus of a highly successful viral marketing campaign this year?

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In 2025, consumers prioritize value-driven shopping, with thrift and off-price retailers gaining popularity across demographics. Flexible consumerism is on the rise, as shoppers seek convenience through quick-visit superstores and grocery store meal options. Brands leveraging pop culture collaborations and viral marketing, like Wendy's and Cinemark, see significant engagement and foot traffic growth.

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