



# Voice of the Consumer: Lifestyles Survey 2025 Key Insights

April 2025

Our expert's view of Consumer Insights in 2025

Key findings

## INTRODUCTION

Crossroads of uncertainty: Financial decline, political unrest and the pursuit of ease

Top five trends in Consumer Lifestyles

Top five trends uncovered

## NAVIGATING THE "WHAT'S NEXT?" MINDSET

Global turbulence sparks consumers' uncertainty

Taco Bell's new app helps customers tailor their orders to a specific budget

Swiggy and HDFC: Unlocking growth through co-branded credit innovation

## NAVIGATING THE "WHAT'S NEXT?" MINDSET

Unlocking growth opportunities through segmentation

## EVOLVING LOYALTY AMONG THE SCEPTICAL CONSUMERS

Navigating loyalty challenges through meeting consumer values

Lidl joins forces with Disney to boost loyalty and customer perks

Lookfantastic debuts in physical retail to offer its customers an enriched experience

Growth opportunities in shifting loyalty: Trust, value and strategic partnerships

## ERODING REAL-LIFE CONNECTIONS

Shifting towards online: Eroding real world connections

Cross-platform engagement: The Fediverse and Meta's Threads integration

Meta Horizon Workrooms: Remote office reimaged

Opportunities in the digitalisation era lie in combination

## AI-POWERED DECISION DETOX

GenAI is revolutionising consumer decision-making

Burberry's AI-driven chatbots provides personalised recommendations and styling tips

Ask Layla: Taking traveller personalisation and marketing to a new level with GenAI

Opportunities lie in simplifying the path to purchase with GenAI

## LUXURY REIMAGINED

Reinventing luxury by converging style and purpose

Patagonia's positioning as sustainable luxury: "Buy Less, Demand More"

Remedy Place launched as world-first social wellness club with human connection at its core

Unlocking luxury opportunities in everyday value

## CONCLUSION

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Future implications

Opportunities for growth

Overview of Voice of the Consumer: Lifestyles Survey

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