



# Under Pressure, Consumers Shift Their Spending

**Global Consumer Radar**

**DECEMBER 2025**

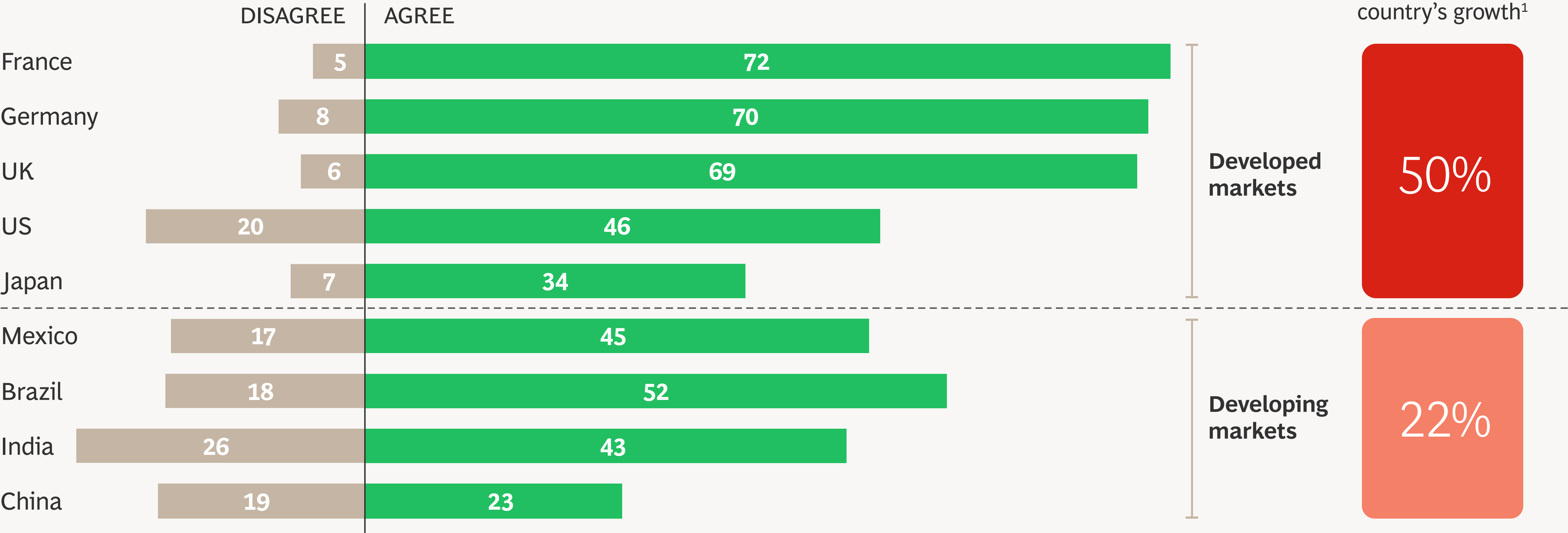




# Amid geopolitical upsets, developed markets are more pessimistic about continued growth

“Recent global conflicts or political events will slow down my country’s growth”

(% OF RESPONDENTS WHO DISAGREE OR AGREE)



Source: BCG Global Consumer Radar survey, November 2025.

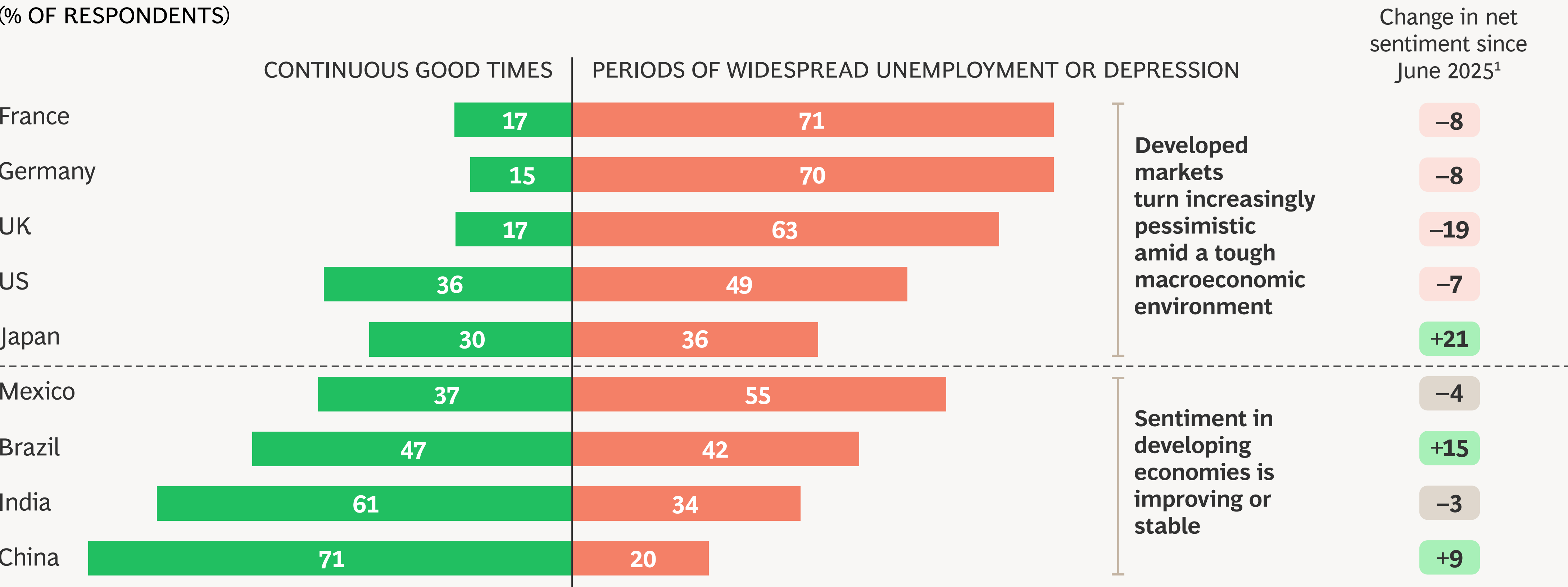
Note: Data shown for select markets only. Excludes those who responded “I don’t think this will affect/impact me.” n = approximately 620–920 per country.

<sup>1</sup>Percentage of consumers who agreed with the statement minus percentage of consumers who disagreed. Net percentage calculated by weighted averages across developed and developing markets.

# Developed and developing economies exhibit polarized outlooks

**During the next 5 years, what is more likely in the country as a whole: continuous good times or periods of widespread unemployment or depression?**

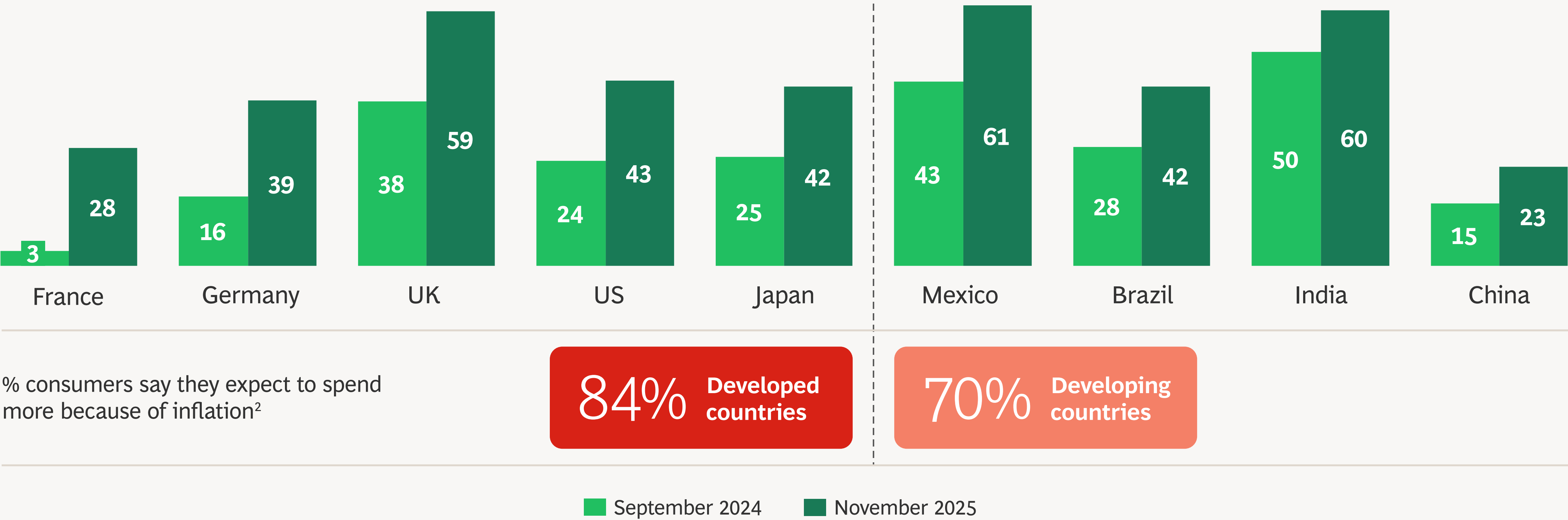
(% OF RESPONDENTS)



**Sources:** BCG Global Consumer Radar surveys, June 2025 and November 2025.  
**Note:** Data shown for select markets only. Excludes those who responded “don’t know/no opinion.” n = approximately 1,000 per country per survey.  
<sup>1</sup>Percentage of consumers who see continuous good times minus percentage of consumers who see periods of widespread unemployment or depression.

# Consumers' intent to increase spending continues to rise globally, primarily because of inflation

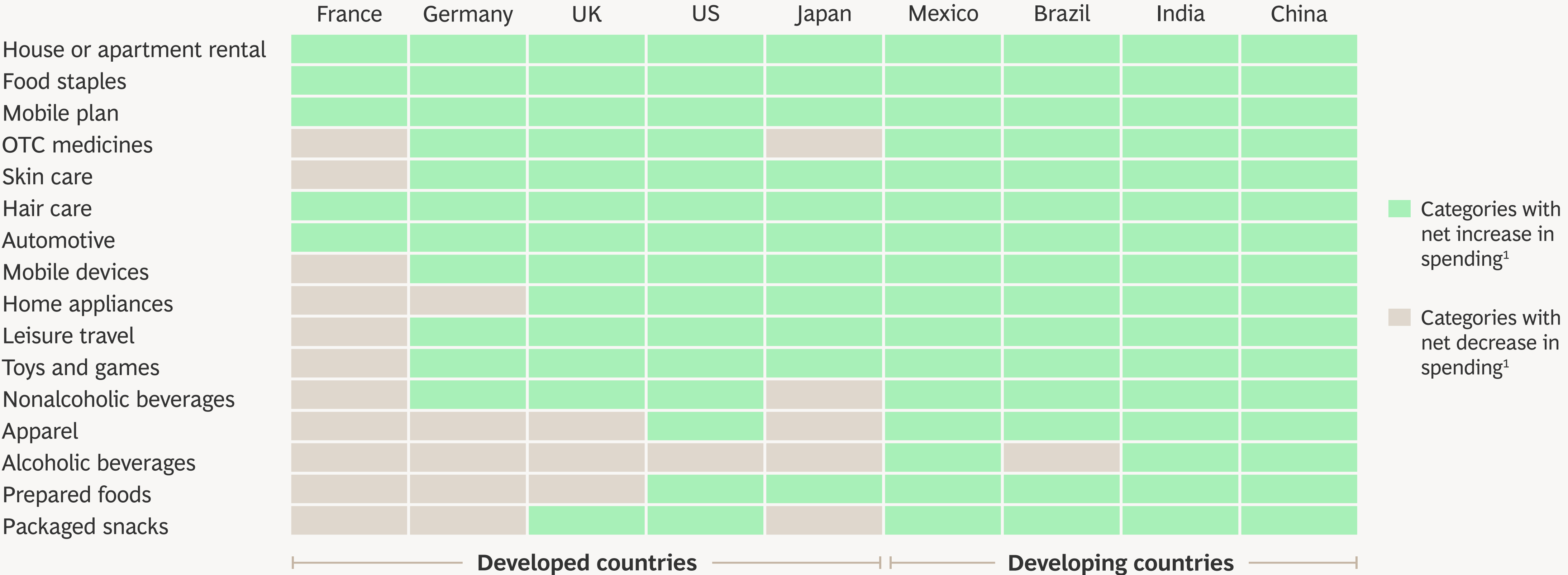
% CONSUMERS WITH INTENDED NET INCREASE IN SPENDING IN NEXT 6 MONTHS<sup>1</sup>



**Sources:** BCG Global Consumer Radar surveys, September 2024 and November 2025.  
**Note:** Data shown for select markets only.  
<sup>1</sup>Percentage of consumers increasing spending minus percentage of consumers decreasing spending. n = approximately 1,000 or more per country.  
<sup>2</sup>Percentage of consumers who cited increases in prices of essentials and nonessentials. n = approximately 310–700 per country.

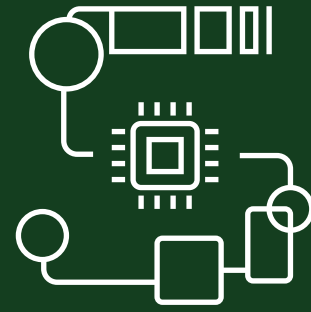
# Consumers in developed markets will rationalize spending to navigate rising costs

INTENDED CHANGE IN SPENDING IN NEXT 6 MONTHS (%)



Sources: BCG Global Consumer Radar survey, November 2025.  
Note: Data shown for select markets only. n = approximately 9,200.  
<sup>1</sup>Percentage of consumers who expect to increase spending minus percentage who expect to decrease spending.

# Multiple variables influence consumers' decisions



## Technology

**Generative AI** is transforming how consumers search, discover, and make purchase decisions



## Tradeoffs

For example, **sustainability** is still a key global concern, yet a gap persists between consumers' stated intent and actual behavior

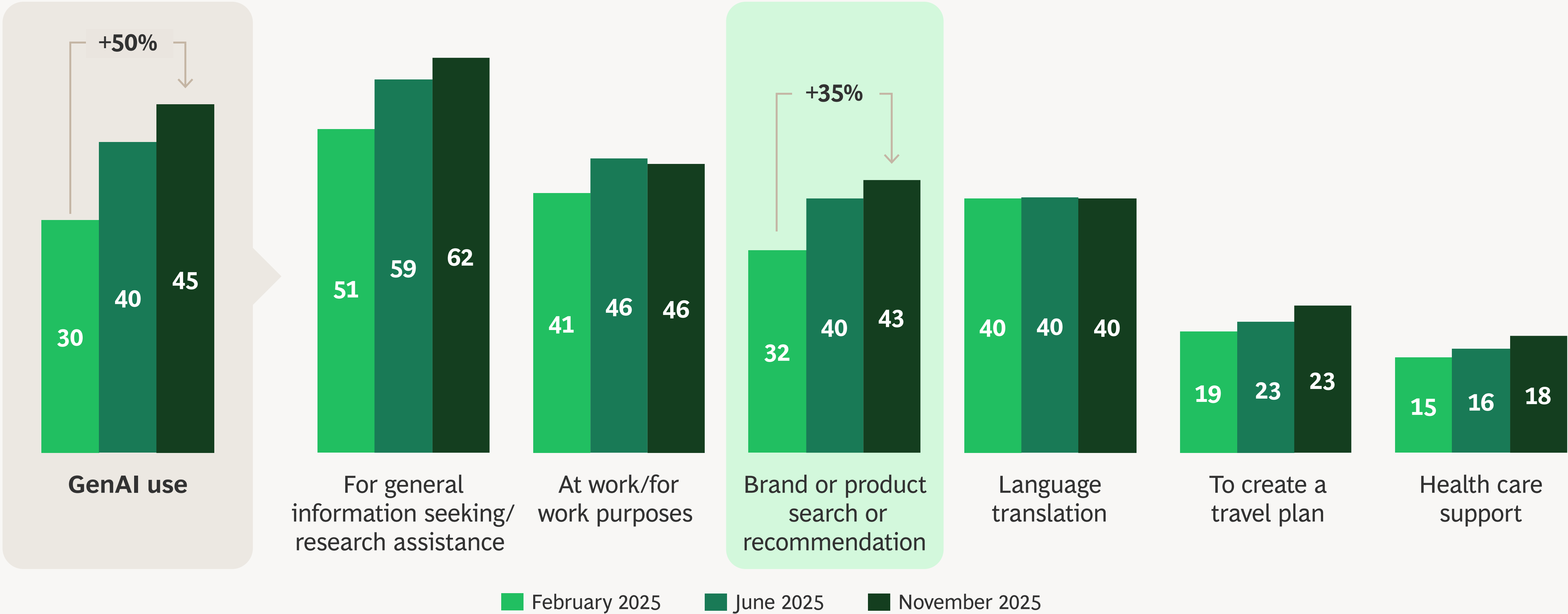


## Human factors

**Consumers** are open to new brands and are exposed to many touch points, yet they often default to their “tried and true”

# GenAI usage continues to grow, especially to guide shopping choices

% CONSUMERS WHO HAVE USED GENAI TOOLS IN THE AREA

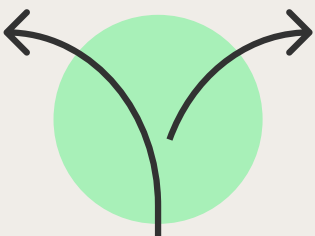
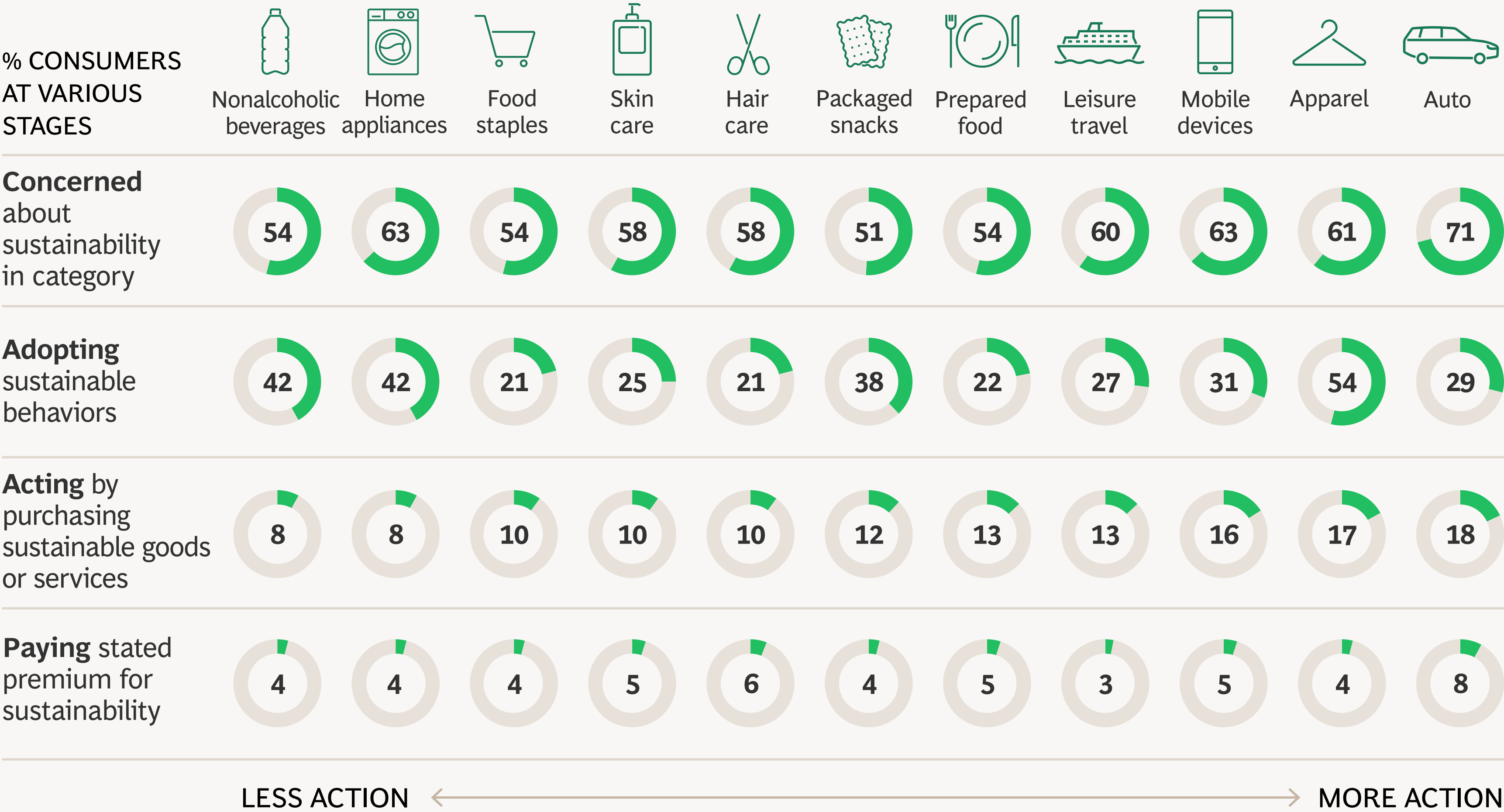


Sources: BCG Global Consumer Radar surveys, February 2025, June 2025, November 2025.  
Note: Data shown for select markets and use cases only. GenAI usage n = approximately 9,200; GenAI activities n = approximately 2,500–4,150.



TRADEOFFS

# Consumers are concerned about sustainability, but few will pay for it



The say-do gap has persisted since 2022, with no notable shift in consumers' willingness to act on sustainability

Source: BCG Global Consumer Radar survey, November 2025.  
Note: Data shown for select markets and categories only. n = approximately 2,100.



HUMAN FACTORS

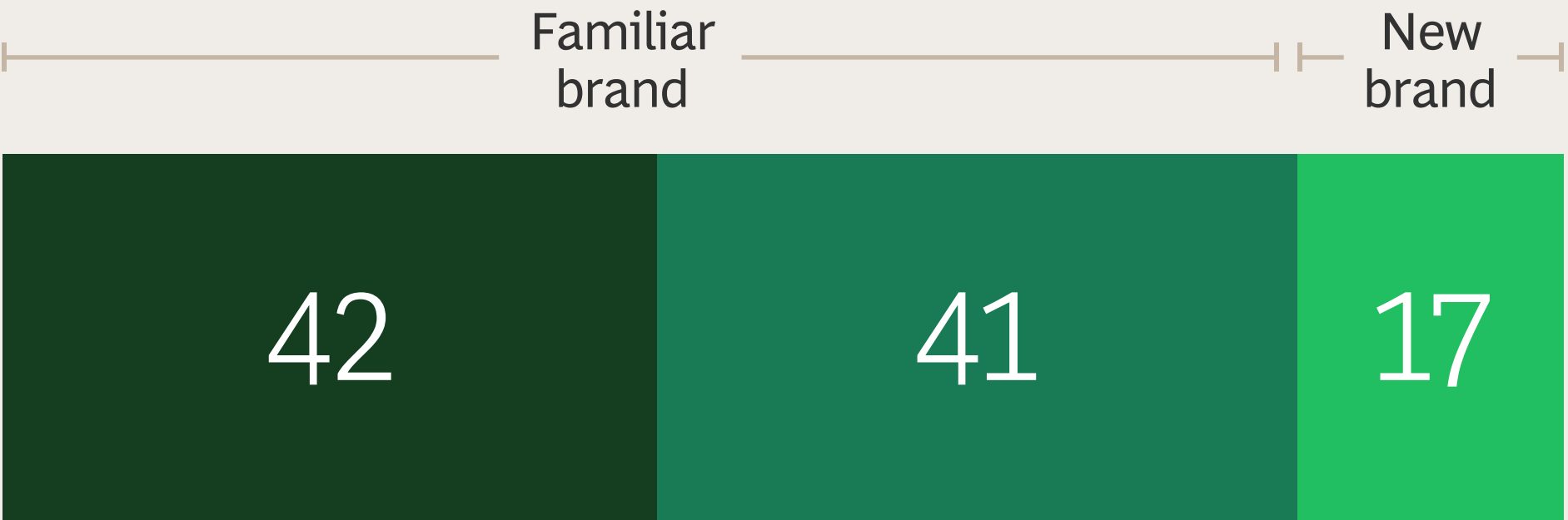
Despite many touch points and influences, more than 80% of consumers default to familiar brands

Brand mindset during purchase  
(% OF RESPONDENTS)



- Fixed brand mindset
- Flexible brand mindset

Type of brand purchased  
(% OF RESPONDENTS)



- Purchased the same brand I regularly purchase
- Purchased a brand I have used before
- Tried a new brand for the first time

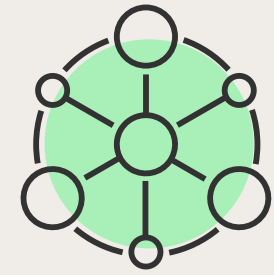
Source: BCG Global Consumer Radar survey, November 2025.  
Note: Data shown for select markets and categories only. n = approximately 9,200.

# How companies can stay ahead with brand plays that win



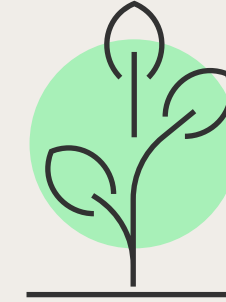
## Understand the bigger picture

Assess both the category dynamics and the underlying drivers of spending shifts in each market to shape portfolio strategy and prioritize portfolio segments by risk and growth potential



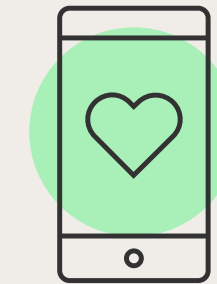
## Show up in AI ecosystems

Think beyond SEO and optimize in a world of AEO (answer engine optimization)—as AI becomes an everyday shopping advisor, it's imperative to offer structured, trustworthy, comparison-ready content



## Innovate and break tradeoffs

Ensure that sustainable choices are seamless, credible, and cost-neutral to help consumers break tradeoffs and turn intent into action



## Build meaningful engagement

Reimagine marketing and deliver consistent best-in-class experiences to reinforce trust and strengthen long-term affinity. Disrupt entrenched behaviors by optimizing touch points to influence new customers and occasions