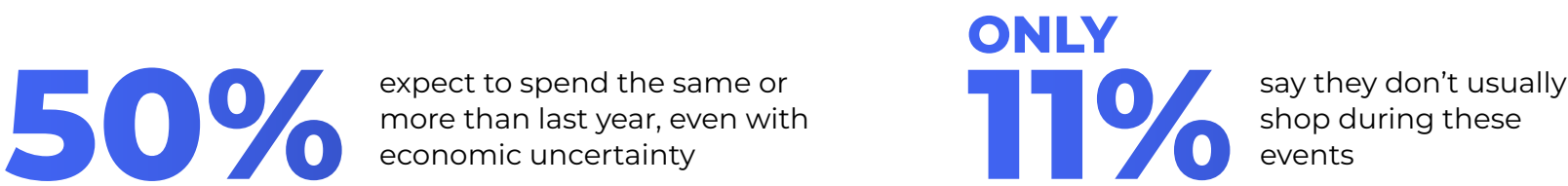


How Consumers Are Approaching the
**2025 SUMMER
DEAL SEASON**

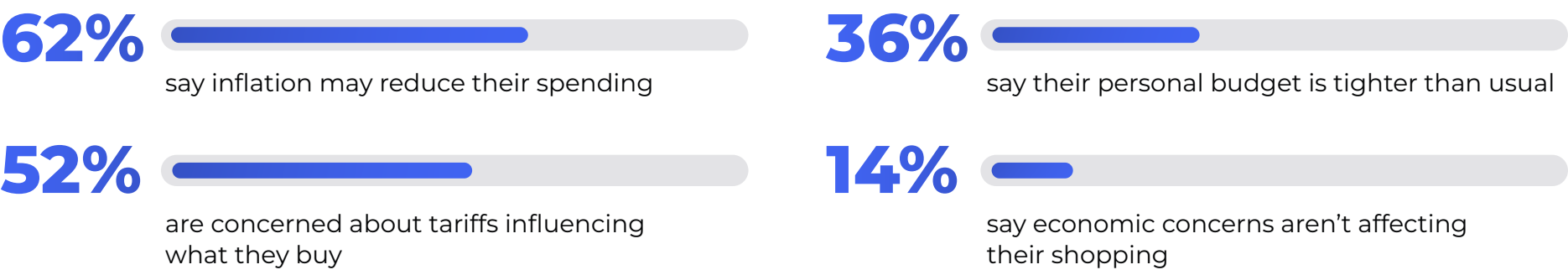
A Skai survey of 1,000 U.S. consumers reveals how economic pressure and smart shopping strategies are shaping some of retail's biggest sales events of the year.



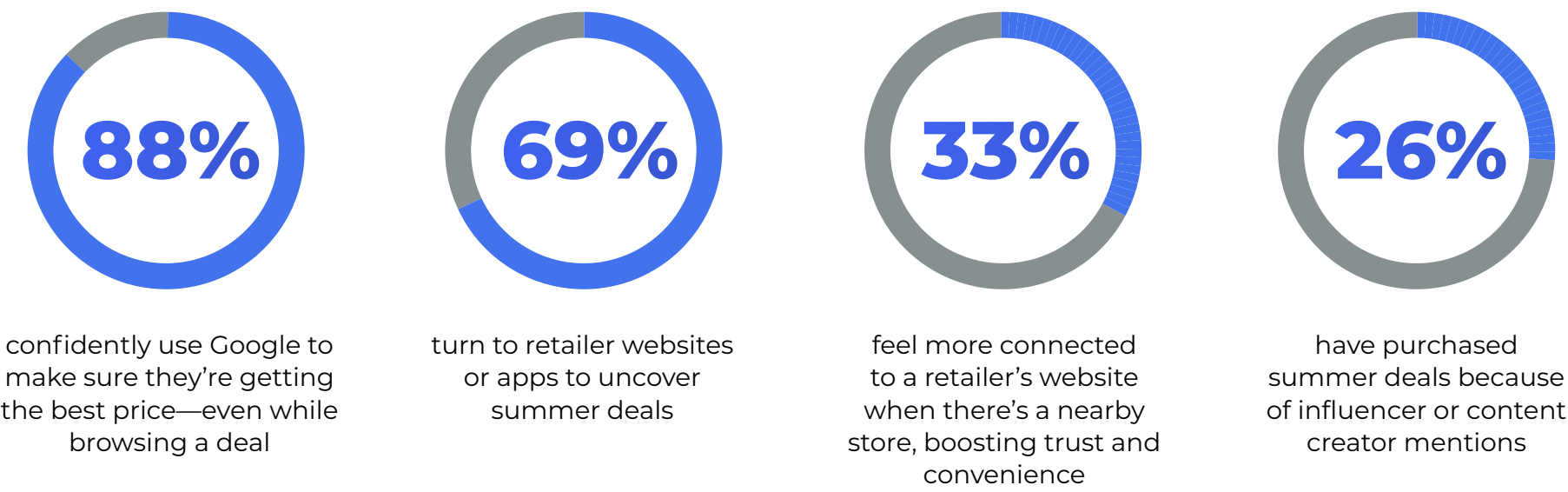
Consumers aren't skipping the season—**85%** are gearing up for at least one summer deal event from Amazon, Walmart, and Target



Consumers are feeling the pressure, but not pulling back entirely

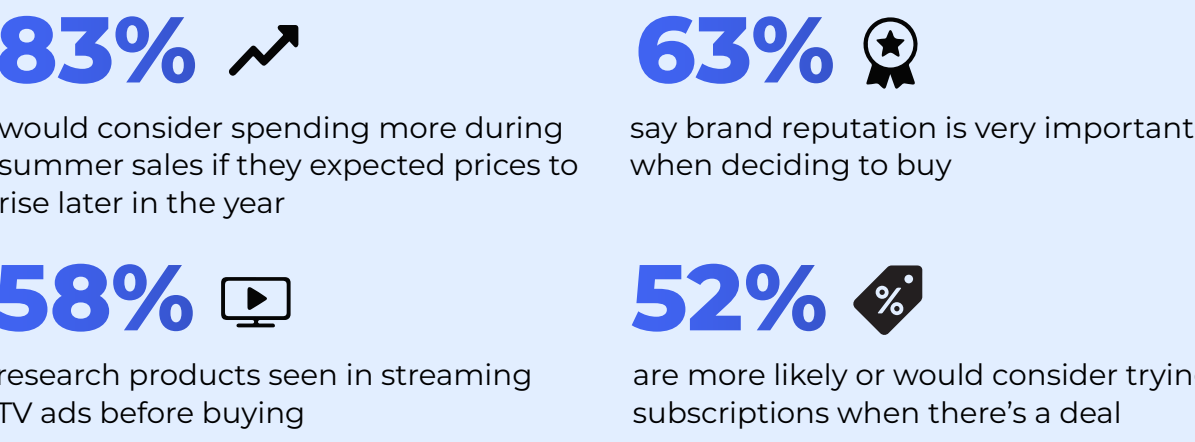


From discovery to decision:
Where consumers find value and seal the deal



Deal-driven and ready to buy

PRICE (91%) and **AVAILABILITY** (82%) lead purchase decisions in 2025, overtaking ratings and reviews of recent years



SALES BOOST
CONSUMER
COMMITMENT

More than two-thirds (**69%**) of consumers say they're less likely to return items bought during summer sales events, reflecting stronger confidence and commitment to their purchases.

SOCIAL
COMMERCE
DEPENDS ON
RETAILER TRUST

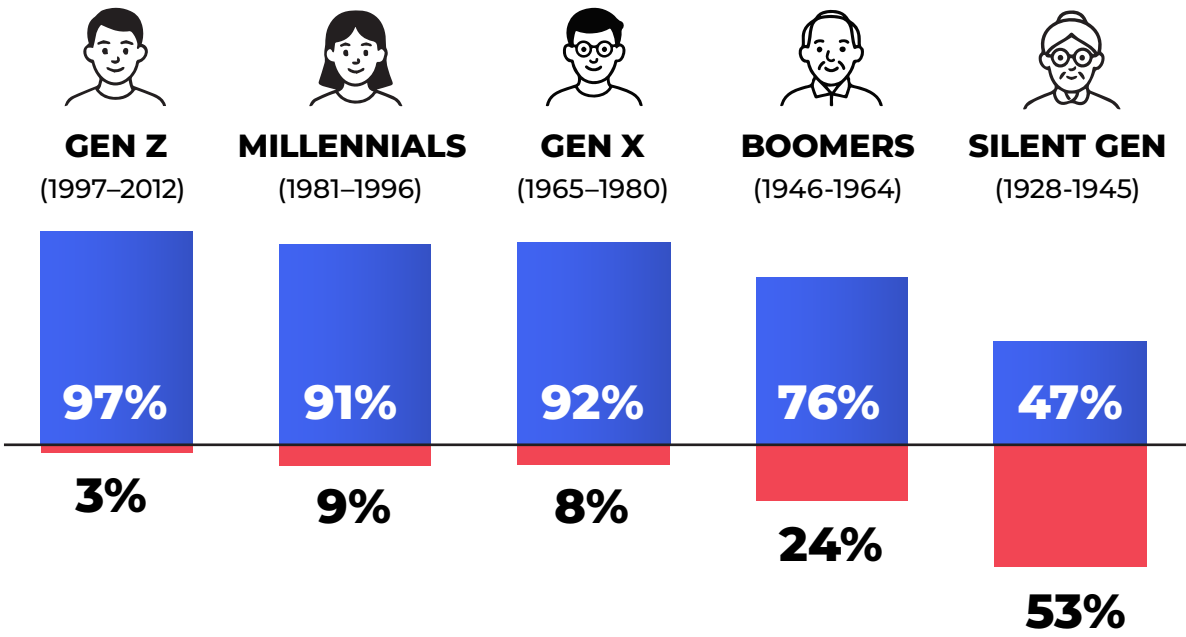
More than half of consumers (**52%**) say they'd be more likely to buy directly within social media apps from trusted retailers like Amazon, Walmart, or Target.

AI shopping is just getting started
ONLY 11% of consumers have used it so far.

Age inversely affects deal research

Do you ever wait for big summer shopping events to make large purchases?

YES or NEVER



Popular Categories
(In order of interest)

1. GROCERIES & HOUSEHOLD ESSENTIALS
2. BEAUTY & PERSONAL CARE
3. FASHION & APPAREL
4. CONSUMER ELECTRONICS
5. TOYS & GAMES
6. GIFTING
7. PET PRODUCTS

LAST-MINUTE
DEAL HUNTING
REMAINS STRONG

30% of consumers wait until the day or days of summer sales to begin researching deals, showing a strong preference for last-minute urgency and spontaneous decision-making.