

*What are you most
hopeful for 2025?*

HOPES AND FEARS 2025

Tomorrow's Stories on
Consumers Expectations
for the New Year Ahead



Our aim is to uncover and understand the deeper layers of human aspirations and concerns through 1:1 conversations

In today's world of rapid change and uncertainty, understanding what keeps people hopeful - and what keeps them awake at night - has never been more crucial.

These feelings shape how we view tomorrow, how we make decisions, and how we connect with brands and services that matter to us. Through meaningful conversations that go beyond traditional surveys, we explore what truly matters to people across different cultures and backgrounds. By creating a space for open dialogue, we've discovered the nuanced ways people think about their future.

With the help of our AI agent Lisa, these genuine conversations have become stories that paint a vivid picture of our collective journey ahead. Not through checkboxes or ratings, but through real conversations that allows people to share their authentic thoughts and feelings - creating a unique snapshot of humanity's hopes and fears in 2025.

Our aim is to uncover and understand the deeper layers of human aspirations and concerns in 2025 - how they shape people's decisions, influence their choices and impact their relationship with brand and services.

METHODOLOGY

At the end of last year, we engaged in 2,025 conversations with people aged 18-65 across six markets: the Netherlands, China, United States, United Kingdom, Germany, and France.

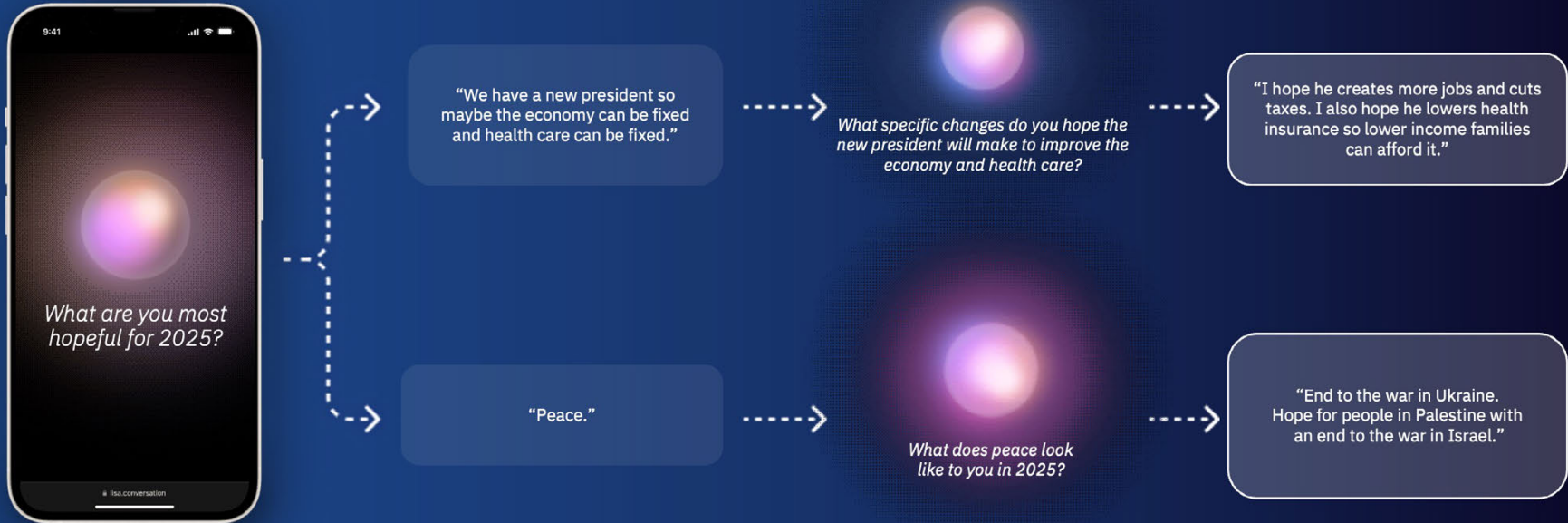
Our commitment to understand the future stems from a simple truth: to create meaningful connections, we must first understand the hopes and fears that shape people's lives.

Based on this, we conducted a comprehensive exploration using our AI agent Lisa. Our research combined depth of insight with global reach to capture authentic voices from across different cultures and demographics.



How Lisa probed respondents for their hopes of 2025

With one of Lisa's superpowers, Prober, we take consumer understanding to the next level. Prober leverages our proprietary fine-tuned AI models to analyze sentiments and identify key themes in real-time. It dynamically engages with consumers by asking tailored follow-up questions, diving deeper into their perspectives, and uncovering richer insights.



*Based from the study : And, what are you most hopeful for in 2025?

How Lisa probed respondents for their fears of 2025

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*Based from the study *What keeps you awake? Are there any specific fears you have for 2025?*:

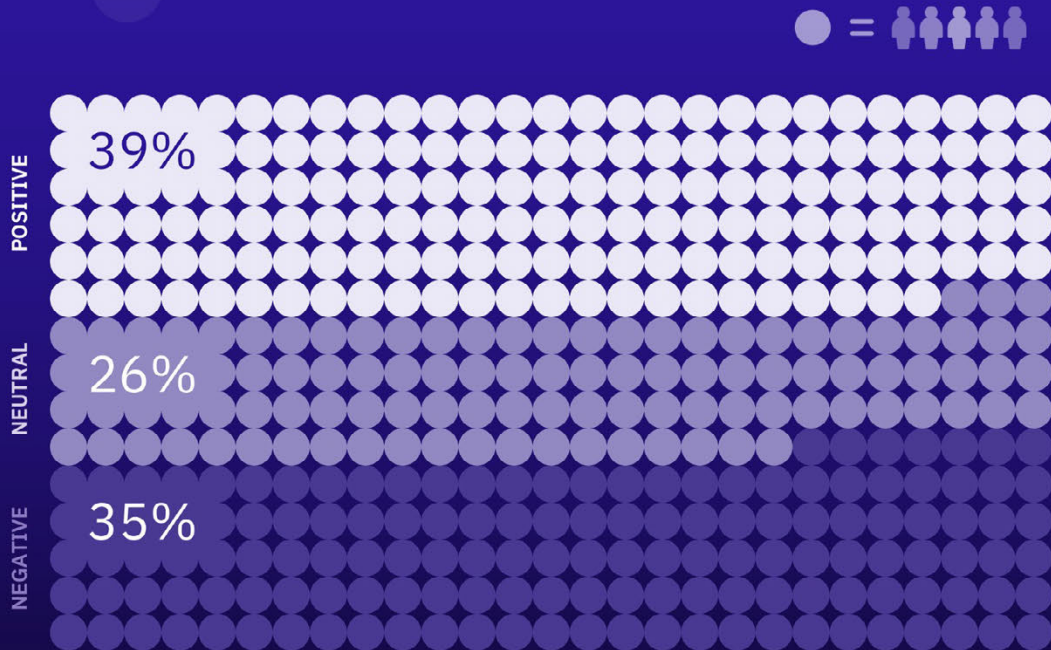


REFLECTING ON 2024

As we look forward to 2025, we wanted to start by looking back at 2024. Understanding how people felt about the year that just ended help us what shaped their hopes and fears for the future.

When we asked people to reflect on 2024, the results revealed a range of emotions: 39% felt positive about the year, embracing optimism and progress. However, 35% shared negative sentiments, reflecting challenges they faced, and 26% felt neutral, navigating a mix of ups and downs. Consumers aged 25 and 30 express the most optimism about 2024 with 43%, while those aged 51 to 59 are the most critical in their reflections on the past year with 45%.

By reflecting on 2024, we gain a clearer picture of what people value, what's on their minds, and what drives their outlook as we step into a new year full of possibilities and challenges.





REFLECTING ON 2024

Three key themes stood out as most important to people: **Relationship & Family (26.4%)**, **Economy & Finance (25.4%)**, and **Health & Wellness (16.3%)**.

Whether it was nurturing personal connections, navigating financial stability, or prioritizing physical and mental well-being. These themes provide a window into what mattered most in 2024 and set the foundation for understanding their hopes and fears as we move into 2025.

Relationship & Family

26.4%

Health
& Wellness

16.3%

Personal Growth
& Emotion

12.1%

Economy & Finance

25.4%

Career

5%

Politics
& Society

7.1%

Other

7.7%

Relationship & Family

In a year filled with challenges, family connections emerged as a powerful source of joy and resilience. Meaningful moments, such as family vacations or reunions after long periods apart, brought comfort and renewed sense of hope.

With 56% of responses reflecting positivity, relationships with loved ones played a crucial role in navigating hardships, offering both emotional support and memorable moments to cherish. For many, these bonds transformed 2024 into a year of growth and connection, despite its challenges.

"A time me and family went on vacation to Croatia it was beautiful and memorable."

"It's very worthy. i can spent my time with my family together. i use to live separately with my family because of job and study purposes now i am together with them."

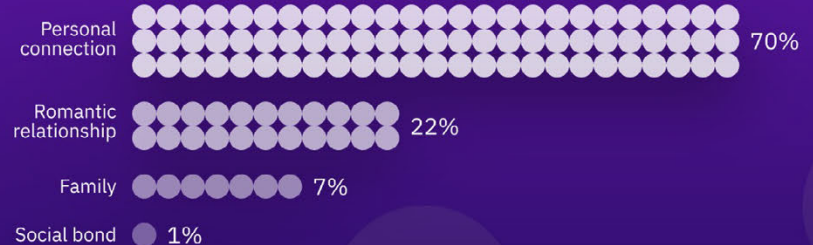
I feel like it was a good year for many things, as well as marking the 1 year anniversary of my relationship with my lovely girlfriend.



Sentiment



Sub-topics



Finance & Economy

2024 has been a challenging year for many, marked by inflation, rising living costs, and economic uncertainty. Struggles with employment and income stability highlighted the strain on everyday life, with many forced to make significant sacrifices.

However, amidst these difficulties, a strong sense of hope emerged, with people looking forward political and economical shifts, career advancements, and personal resilience to create a more stable and prosperous future.

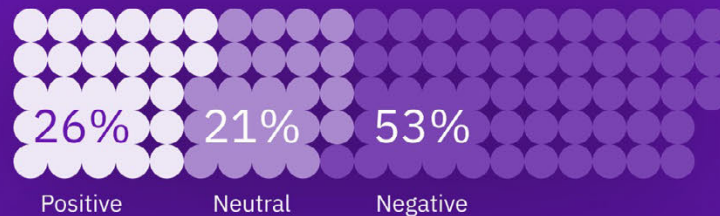
"I think 2024 is a hard year for me and my family because our finances are the weakest that it has ever been"

"Hoping that 2025 will be better, there was a lot of uncertainty due to the housing market, and high costs."

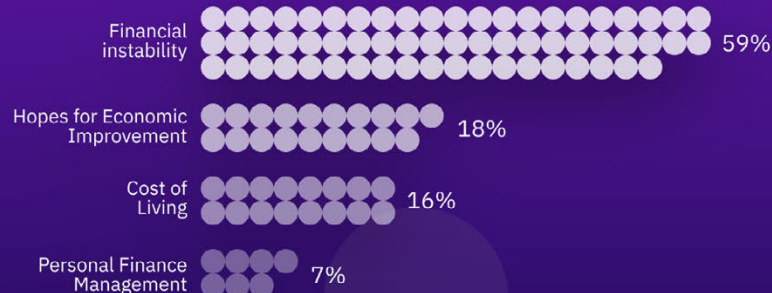
"For my part, another year of paying more and more for more expensive things... "



Sentiment



Sub-topics



Health & Wellness

Physical and mental health challenges were widespread topics, deeply affecting many individuals' lives. Chronic illnesses and physical ailments created barriers to enjoying life, while mental health struggles such as anxiety, depression, and grief amplified emotional distress.

Despite these difficulties, moments of personal growth and healing emerged as individuals sought to overcome their challenges and prioritize well-being. Health and family remained the cornerstones of hope and motivation for many as they looked toward a better future.

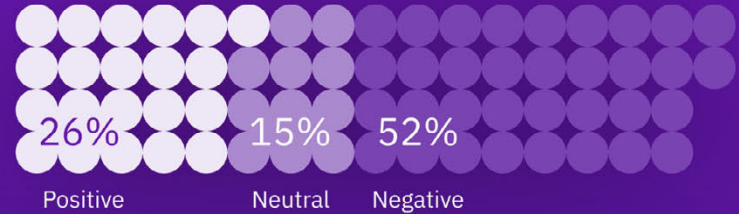
*"I am not really sure to be honest!
Have a good new job but my mental
health issues keep popping around,
so I struggle a bit"*

*"Not having money to feed
my family and being
mentally unwell caused
anxiety and insomnia"*

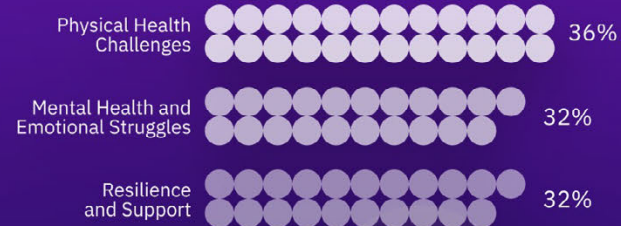
*"Coping with a kidney cancer diagnosis
has been overwhelming, leading to stress
and depression, but support from family,
friends, and pets provides some solace."*



Sentiment



Sub-topics





Personal Growth & Emotion

For many, 2024 was marked by emotional growth and positivity. Holidays, travel, and exploring diverse cultures brought joy and renewal, while personal milestones like learning new skills and achieving goals fostered fulfillment. Themes of hope, gratitude, and meaningful family moments dominated, reflecting widespread appreciation for life's simple pleasures.

For some, unfulfilled expectations and repetitive routines contributed to a sense of stagnation, leaving them struggling to articulate their feelings or find fulfillment. However, emotional renewal was frequently achieved through exploration and personal growth keeping the sentiment leaned toward optimism.

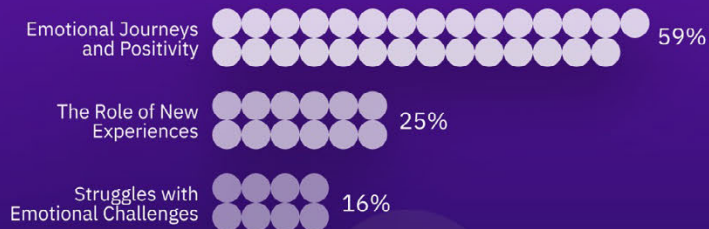
"Reflecting on 2024, I feel a mix of gratitude and hope. It's been a year of learning, growth, and adapting to challenges, and I'm optimistic about carrying these lessons into the future to create positive changes in my life."

"I feel that 2024 has been an amazing year of significant challenges and growth, marked by both personal collective resilience in the face of ongoing global issues."

Sentiment



Sub-topics



Politics & Society

2024 revealed a world grappling with domestic and global challenges. On the home front, political events and the high-stakes elections in the US sparked intense debate, shaping public sentiment and perceptions of governance.

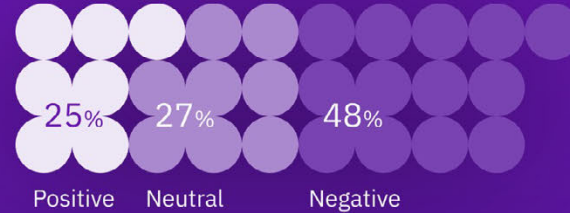
Globally, ongoing conflicts like those in Ukraine and Gaza deepened concerns about humanity's future, underscoring the yearning for peace and stability. While some expressed for change, others reflected on the profound impact of war and political uncertainty on daily life.

"2024 was sad in the world with the wars in Europe and Middle East"

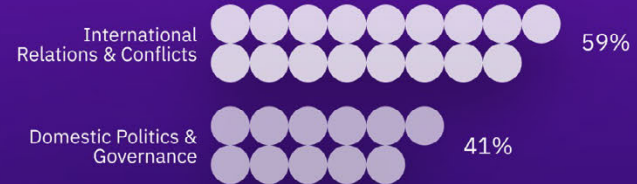
"major changes around the world and in the US took place so far. Donald Trump winning the elections was unexpected."

"The rise of the far right, the racist riots, the American election of Trump."

Sentiment



Sub-topics



Career & Professional

Career related experiences reflected a diverse range of sentiments driven by achievements, challenges, and the pursuit of balance. For many, job satisfaction and professional growth were key highlights, with promotions, pay raises and skills development; particularly in areas like generative AI.

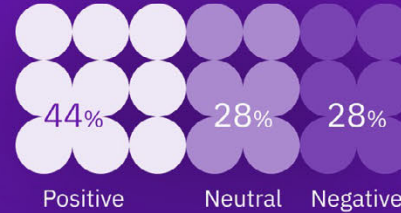
However, employment challenges emerged as a significant concern, with job losses, unemployment struggles, and difficult work environments creating stress and uncertainty. Amid these experiences, the pursuit of work-life balance became a central theme, with individuals striving to adapt to new roles, reduce overtime, and manage personal and professional responsibilities

"Work pressure has increased, and income is the same as last year."

"On the road of career development, constantly learning new skills and adapting to new changes have become the norm."

"2024 was exciting compared to previous years as I got to learn many new things and learn new skills that has helped me grow professionally."

Sentiment



Sub-topics



DILEMMA OF 2024

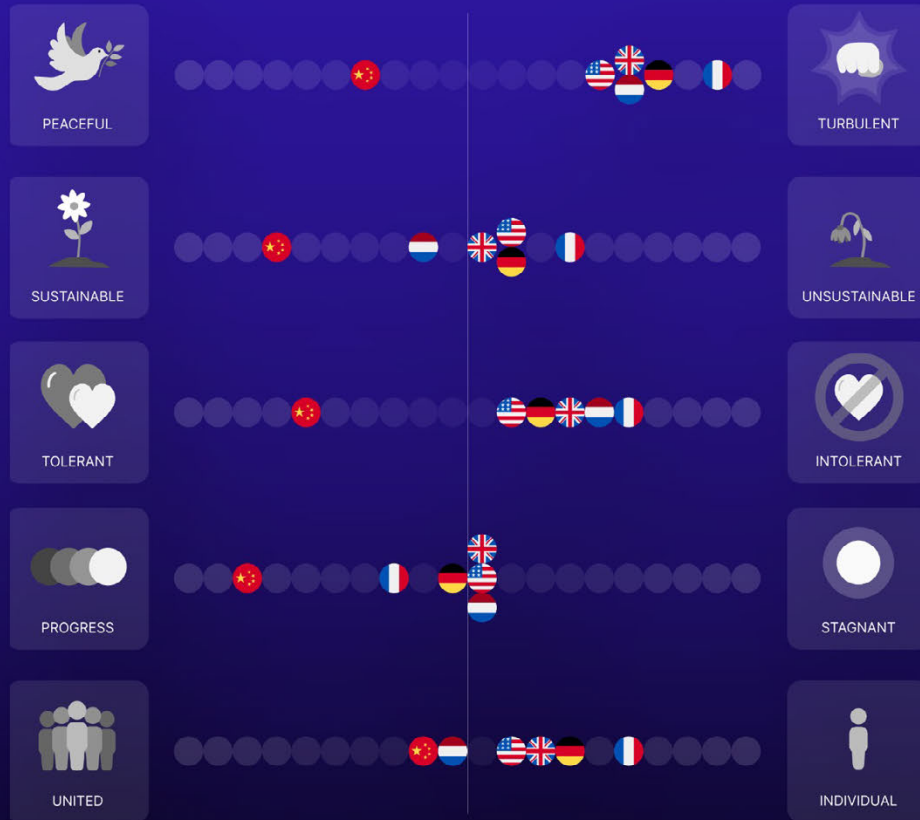
Globally, the prevailing sentiment for 2024 leans towards **turbulence**, **individualism**, and growing **intolerance**, reflecting widespread pessimism. **72%** of consumers believe the world is becoming more **turbulent**, with the UK, US, France, and Germany feeling this strongly. Views on sustainability are split, with 51% globally believing 2024 was more sustainable. However, France and was notable pessimistic, associating 2024 with unsustainability.

The theme of individualism was dominant, as 59% of respondents felt the year prioritized individuals goals over collective unity. This sentiment was particularly strong in France and Germany, while China and Netherlands had a stronger belief in unity.

Regarding progress, 57% globally viewed 2024 as a forward-thinking, driven by China (84%) and France. Meanwhile, the UK, US, and Germany were more cautious, reflecting conservative perspectives.

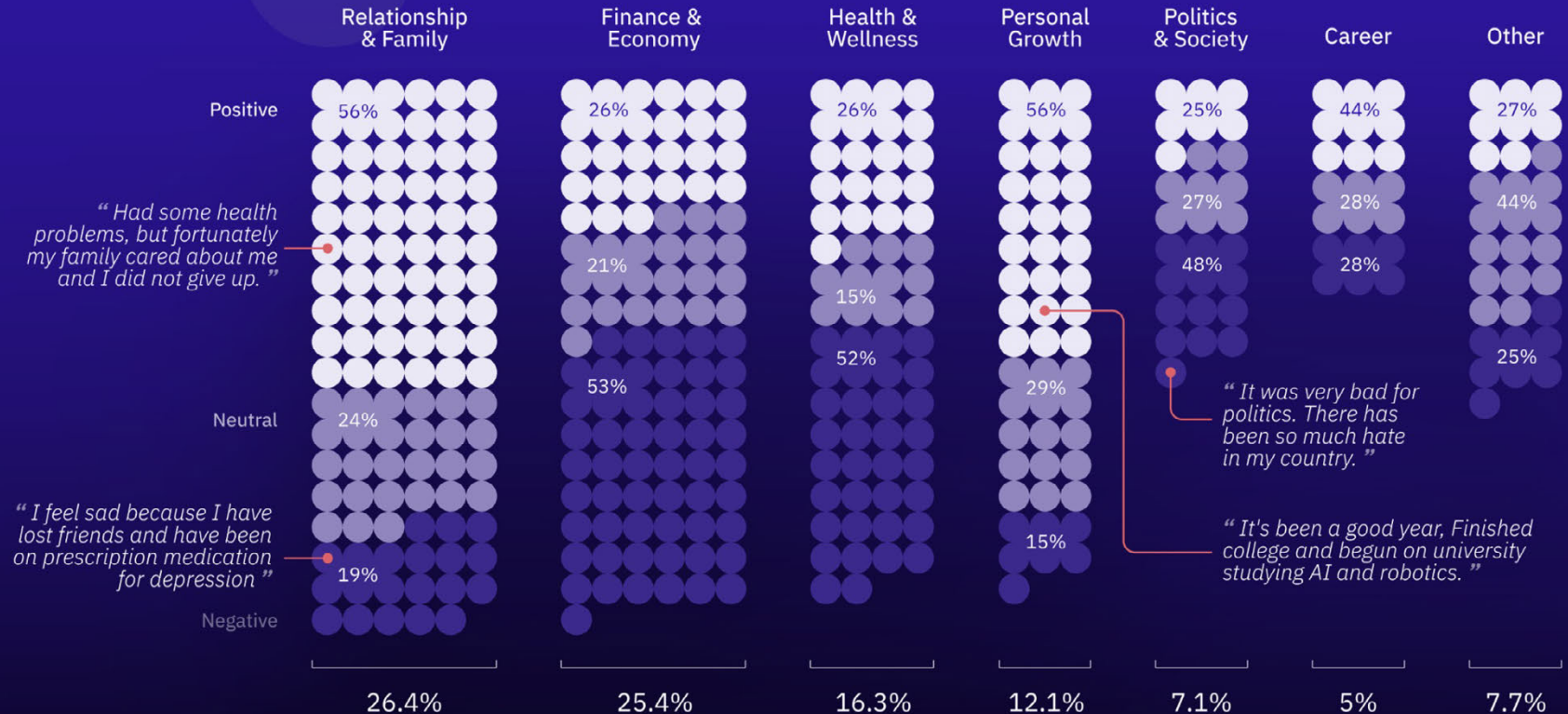
On tolerance, 59% of consumers perceived 2024 as becoming more intolerant, especially in France, the UK, and Netherlands.

These findings highlight the contrasting regional narratives, with Western countries reflecting growing concerns. However, China is a clear outlier throughout these findings, maintaining a distinctly optimistic and contrary outlook.





2024 IN A NUTSHELL

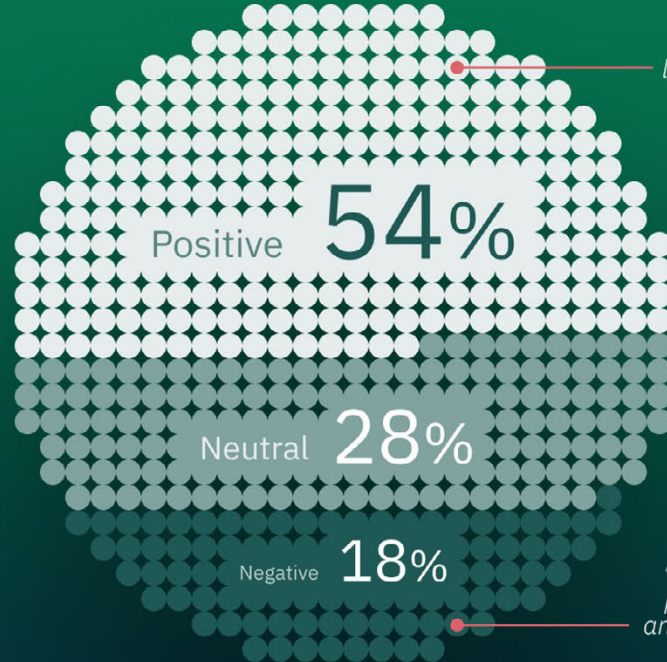




2025 SENTIMENT

As Lisa explored global perspectives through our recent study, three prominent themes emerged from the voices of consumers: *Peace and Global Stability*, *Economy and Finance*, and *Technology and Innovation*. These areas reflect the hopes, fears, and aspirations that shape the collective sentiment toward the new year.

It's clear that optimism prevails, **54%** of the consumers expressed positive outlooks, with many embracing a brighter, more innovative future. However, **28%** shared mixed feelings, reflecting the complexities of navigating a world flux. Meanwhile, **18%** expressed concerns, a vital reminder of the challenges that lie ahead. Consumers aged 18 to 30 express the most hope about 2025 with 66%, while those aged 41 to 50 are the most fearful of the new year with 46%.



"I'm excited for breakthroughs in areas like artificial intelligence, sustainability, and healthcare, which can improve lives globally."

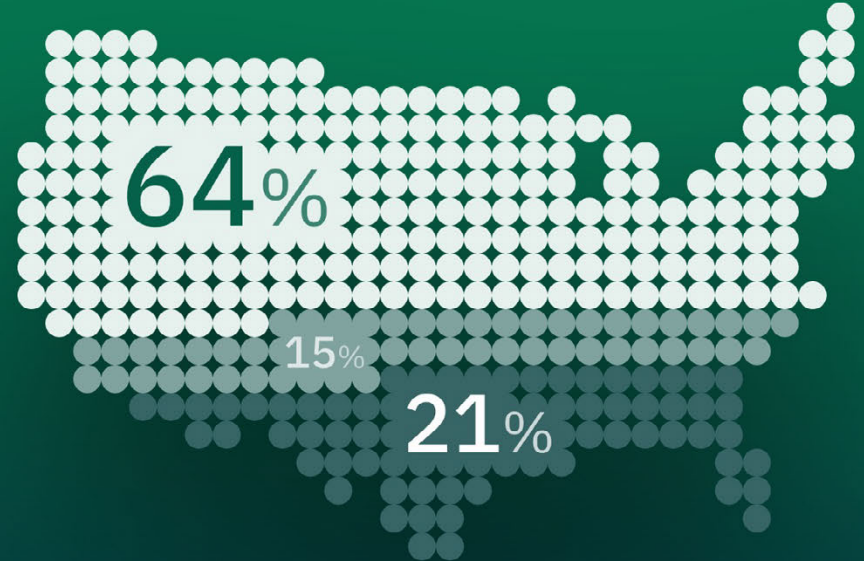
"Catastrophic economy, people no longer respect anything and there are too many wars."



2025 USA DEEP DIVE

US consumers demonstrate strong optimism for 2025, with **64%** stating they feel **(highly) hopeful** about the new year. This optimism is driven by aspirations for **economic recovery, financial independence, and career advancement**. Many view the new president and anticipated policy changes as pivotal in driving progress, with technological innovation further reinforcing this sense of possibility.

At the same time, perspective on the future vary widely. While one side is hopeful and excited about the potential for positive change, another group expresses fear and anxiety, uncertain about the future. Concerns over economic pressures, political instability, and climate change are prominent among this more apprehensive segment. These contrasting sentiments reflect a nation navigating both hope and uncertainty as it moves into 2025.

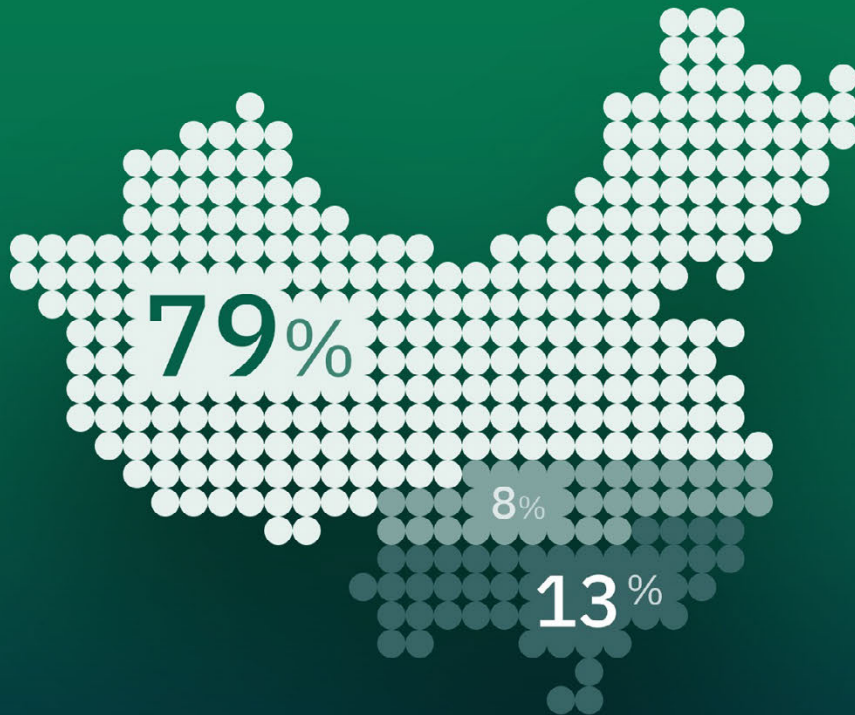


2025 CHINA DEEP DIVE

Chinese consumers stand out particularly optimistic about 2025, with 79% expressing positive outlooks, making China a notable outlier compared to other countries. This exceptional optimism reflects a strong belief in the nation's **economic potential**, **technological innovation**, and capacity for **global influence**.

Consumers envision a future marked by improved living standards, high social harmony, and meaningful international collaboration.

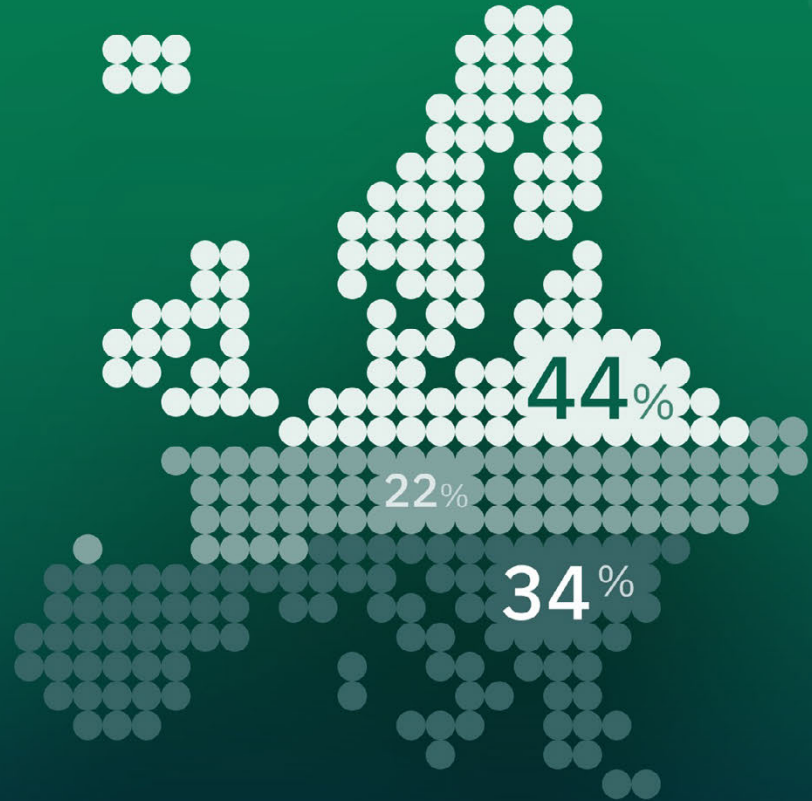
However, alongside this optimism, some individuals express concerns about job security, rising costs, and societal pressures. Additionally, worries about global conflicts, particularly between China and the US, and the effects of climate change highlight deeper anxieties about the future.



2025 EUROPE DEEP DIVE

Europeans exhibit a mixed yet conservative outlook on 2025, with financial stability, global peace, and health taking center stage in their aspirations. Many hope for resolutions to pressing global issues, such as conflicts and climate change, while emphasizing the importance of personal growth, family, and well-being. These sentiments reflect a pragmatic and cautious approach to the future, contrasting with the more optimistic views observed in other regions like the US and China.

Europe's lower percentage of hopeful consumer highlights their unique perspective, shaped by current economic challenges and a desire for measure progress and stability over radical transformation. This cautious optimism, while grounded in realism, underscores the region's priorities in addressing practical and immediate concerns for the future.



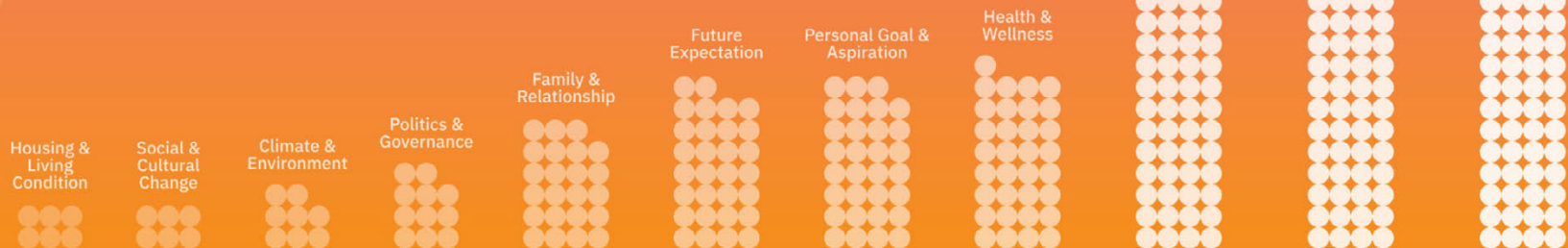


2025: THE GLOBAL MINDSET

Three key themes stood out as focal points shaping the outlook for 2025: **Peace & Global Stability, Economy & Finance, and Technology & Innovation.**

These themes capture the evolving hopes, and fears of consumers globally, highlighting a collective shift in focus year-to-year.

Transitioning from 2024 to 2025, we observed a significant evolution in priorities. While 2024 was predominantly marked by self-focused aspirations, the approaching year sees an increased emphasis on global concerns.





PEACE & GLOBAL STABILITY

Globally there is a collective desire for a harmonious and secure future. Most consumers emphasize the hope to resolve ongoing conflicts, particularly the Russia-Ukraine war and tensions in the Middle East. There is a vision for fostering global peace through international collaboration and tolerance. There is a strong emphasis on harmony, respect, and mutual support across nations. Lastly, some consumers state hopes for transformative leaders to foster peace and prevent unnecessary conflicts.

Similarly to hopes under this main theme, fears revolve around the escalation of conflicts and intertwined economic and social impacts. Concerns about wars, including potential global warfare and nuclear threats, reflecting anxiety about geopolitical instability and inadequate leadership.

The humanitarian toll of ongoing wars underscores the urgency for effective leadership and global cooperation to address these challenges and foster stability.

Hopes

Ending International
Conflict & Wars



Desire for Global Unity
and Cooperation



Positive Impact
of Leadership



Fears

Escalating
Global Conflicts



Authoritarian Leadership
& Governance



Economic
Instability



Other*



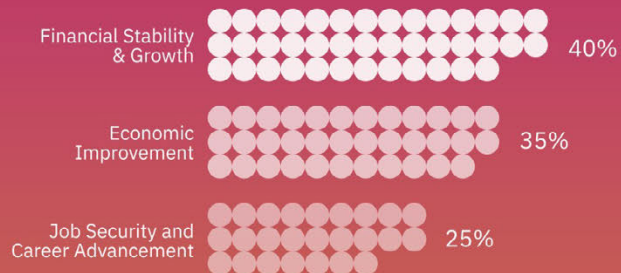


ECONOMY & FINANCE

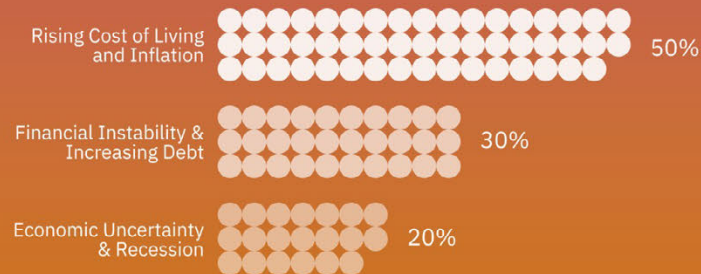
Hopeful sentiment about 2025 in economy and finance focused on achieving financial stability, macroeconomic improvement, and career growth. Many aspired to gain financial independence, reduce debt, and improve income through salary increases, promotions, or new job opportunities. Optimism for a better economy included hopes for reduced inflation, stable markets, and government actions to ensure recovery.

Fearful perspectives on the economy and finance reflect deep anxieties about rising costs, financial instability, and economic uncertainty. Escalating prices for essentials like food, energy, and housing, coupled with stagnant wages, have heightened fears of financial strain and inability to afford basic needs or unexpected expenses. Many are overwhelmed by debt management challenges, including mortgages and credit obligations.

Hopes



Fears





TECHNOLOGY & INNOVATION

Hopeful perspectives are driven by optimism for transformative advancements across key areas. AI is seen as a major force for change, with hopes for breakthroughs in autonomous driving, smart homes, and healthcare diagnostics. Renewable energy and sustainability are also prominent, with a strong focus on solar-powered technologies and using innovation to address environmental challenges and promote global collaboration by addressing critical issues like education and economic growth while shaping a more inclusive and sustainable future.

Fears around technology focuses mostly on misuse of AI, particularly regarding its potential hazards, ethical implications, and the impact on job security. Fear of AI becoming a disruptive force due to lack of regulation and oversight. These results reflect an underlying tension between hope and fear of the potential of technology in 2025, with emphasis on the need for responsible innovation and regulation.

Hopes



Fears





SUMMARY OF HOPES & FEARS 2025 REPORT

The transition from 2024 to 2025 highlights a shift from self-focused aspirations to greater attention on global issues. This change underscores the influence of broader societal and economic developments on individual hopes and fears.

Across regions, perspectives varied significantly. In the US, strong optimism (64%) was driven by hopes for economic recovery and financial independence after the elections. China stood out as a notable outlier, with 79% expressing positive outlooks fueled by confidence in its economic potential and technological leadership. Meanwhile Europe reflected a more conservative and cautious stance, with only 44% hopeful, prioritizing financial stability, peace across the region.

The transition from 2024 to 2025 highlights a shift from self-focused aspirations to greater attention on global issues. This change underscores the influence of broader societal and economic developments on individual hopes and fears. Younger generations, aged 18 to 30, expressed the most optimism about 2025, with 66% feeling hopeful, while older individuals aged 41 to 50 showed the highest levels of fear at 46%, reflecting generational differences in outlook.

Overall, 54% of respondents were optimistic about 2025, motivated by progress in technology, economic recovery, and global stability. However, 28% expressed mixed feelings, reflecting the complexities of navigating uncertainties in a changing world, and 18% voiced concerns about inflation, geopolitical instability, and ethical dilemmas in technological growth. These findings capture the collective sentiment, highlighting the interplay of hope and apprehension as the world looks ahead to the opportunities and challenges of 2025.



Respondents Loved talking to Lisa

★★★★★ 4.7 Global Average

"The interaction as if it was an interview, much better than other surveys."

Innovation & Uniqueness

Consumers highlighted the novelty of the AI-driven conversation. They appreciated the creative approach and found it refreshing compared to traditional methods. Some also noted the futuristic feel of interacting with AI

"I feel like I was actually conversing with a live person."

Personal Connection & Emotional Impact

Many consumer reflected how the AI interaction felt personal and empathetic. Some users mentioned it felt like having a real conversation, helping them share thoughts and reflect on their feelings. They mentioned that Lisa fostered a sense of connection and emotional relief for some participants.

"This was the coolest survey I have ever done. Please keep it up"

Fun & Positive Experience

Consumers expressed that they enjoyed interacting with Lisa and found the conversation engaging, and fun. They appreciated her conversation style, which made the experience feel personal and interactive compared to traditional surveys.



The Solution

Transforming surveys into **dynamic, relevant, and meaningful 1:1 conversations**

1

Meaningful engagements at-scale

Surveys are like a chore, wasting time with irrelevant questions until people simply give up. But conversations? They flow naturally, adapt to what matters, and spark real responses. And when people feel heard, they share what truly matters.

2

Deep, actionable insights

Traditional surveys often raise more questions rather than they answer, offering isolated data points that lack context. Our solution delivers deep, actionable insights by uncovering the 'why' behind the KPIs, providing a richer understanding of consumer stories that drive impactful decisions.

3

Streamlined process

Legacy research methods are slow, taking weeks to deliver results. Our streamlined, AI-powered process enables rapid deployment in hours, maximizes automation, and allows real-time adjustments, ensuring speed, agility, and client engagement at every stage.



Key Features and Benefits

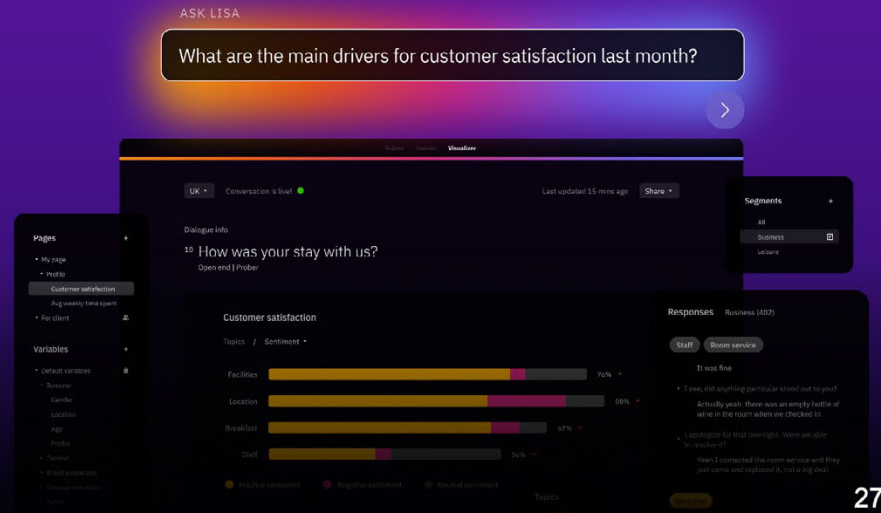
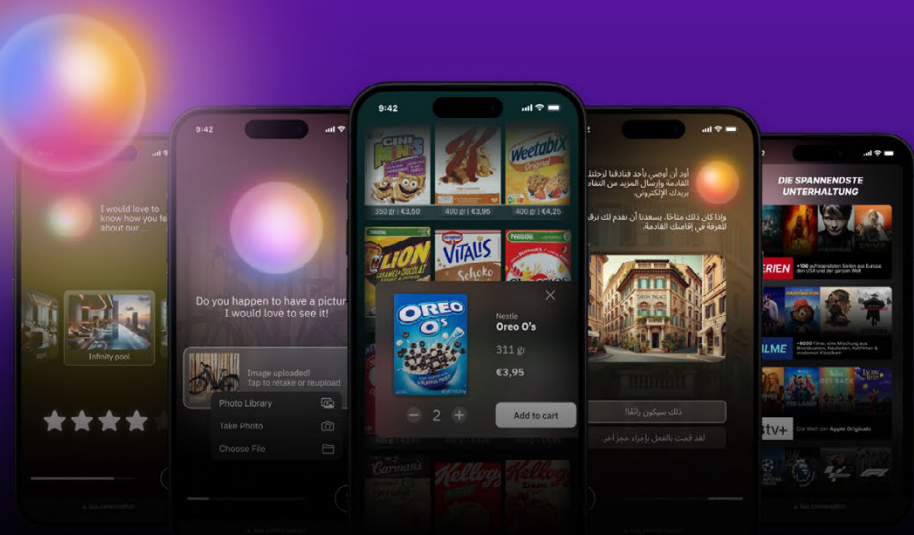
Unlocking meaningful insights without breaking the bank or clock.

Respondent AI agent, Lisa

Lisa's superpowers enable brands to deliver personalized experiences by adapting each conversation in real-time. She elevates engagement and digs deeper to provide deep, actionable insights

All-in-one tech platform

Our proprietary platform – conversation builder, manager and visualizer, streamlines the process, allowing having 1:1 conversations at scale, without the costs or time investment associated with traditional methods like interviews or focus groups.





Ready to Truly Understand Your Customers?

Let us show you how.

info@28conversation.com