chime

2025 Holiday Spending Report

This year, giving looks a little different.

One in three Americans is dialing back their gift lists—choosing experiences, practical presents, and a little more peace of mind instead.

Cash, please: Gen Z's top holiday wish

Gen Z is the most enthusiastic about cash gifts, but other generations aren't far behind. Only 13% of Gen X and of the Silent Generation (think: born before or during WWII) also say they prefer cash gifts.

Cash gift preference by generation

Gen Z	38%
Millennials	31%
Gen X	31%
Baby Boomers	28%
Silent Generation	23%

Forget fancy—we're wishing for a little financial peace of mind.

This year, nearly 8 in 10 say what they're most hoping for is a little financial breathing room wrapped up in a big red bow.

$600

The average amount of cash Americans hope to receive this holiday

All is calm when bills are paid.

6 in 10

Americans say they'd rather receive help covering everyday expenses—than gift cards to a favorite store (33%), rent (33%), or credit card debt (44%)

We're checking our balances, sometimes checking them twice.

Nearly 4 in 5 Americans admit to checking their balance at least daily during the holiday season.

But we're still spending to make the season bright.

Americans are showing up big for the ones they love—especially kids and partners.

Average spend

$1,120

on gifts this year

20% of this goes to kids and 24% to partners

When it comes to gifting, millennials go big and bold; boomers keep their bills controlled.

Average holiday gift spend by generation:

Gen Z	Millennials	Gen X	Baby Boomers	Silent Generation
$1,131	$1,369	$1,046	$842	$938

The hottest stocking stuffers of the season: skincare and Stanley cups.

Here are the three "little luxury" gifts Americans want most this year:

62% are wishing for skincare and makeup products

60% are wishing for branded items like Stanley cups and designer bags

32% are wishing for popular books

Memories > merchandise

The holidays are increasingly less about stuff—and more about stories you'll tell next year.

The top three most-coveted experiences:

56% for a little pampering, including a massage or facial steps

51% for concert tickets

43% for gift getaways or trips to Disney

We give more than we get. Or at least...we think we do.

Over 1 in 3

believe they'll spend more on others than others will spend on them.

The calm after the spend

Four in 10 Americans start the new year cutting back to recover from the season of giving.

Different generations, same story: Everyone's tightening their belt after the holidays.

47% of Gen Z has to cut back on spending overall due to holiday costs, and 21% struggle to afford food.

44% of millennials have to cut back on spending overall due to holiday costs, and 17% struggle to afford food.

Fa-la-la-la-funds: Holiday spending by state

The Northeast spends a little more, the Midwest a little less—but everyone's splurging on the ones they love.

Region by region: The Northeast spends the most on presents for partners and kids ($1,399), while the Midwest spends the least ($1,003).

- Northeast
- Midwest

In Vegas, what happens in your bank account...gets checked. A lot.

Those in Nevada (30%) are most likely to check their bank accounts multiple times a day.

In Maine and Oregon, it's cabin-cozy vibes, budget-conscious bites.

Those in Maine (41%) and Oregon (30%) find themselves making frugal choices at mealtime to recover from the holiday splurge.

Washington and Massachusetts are hitting pause on post-holiday travel to give their budgets a breather.

One in five people in Washington and Massachusetts delay travel to save after the holidays.

Almost heaven, West Virginia—looks like coal hard cash this holiday.

Those in West Virginia (69%) and Georgia (68%) are most likely to want cash in lieu of traditional presents this season.

chime