

# Most US Shoppers Won't Absorb Tariff-Related Price Hikes: Study

Six in 10 U.S. consumers will not absorb more than a 10 percent increase in pricing due to tariffs, according to new data from ESW, the worldwide leader in e-commerce. The survey, "Impact of Tariffs on Purchasing Decisions," also reveals that, aside from discounts or promo codes, consumers want free shipping, loyalty rewards and transparent communication about price increases in exchange for higher tariff-induced costs.

"Market volatility and increased costs due to tariffs are causing U.S. shoppers to change their spending habits," said Eric Eichmann, CEO, ESW. "Our data finds that younger, Gen Z consumers are far more likely than older boomers to feel unprepared for price hikes and have already curtailed their spending in anticipation. As global retailers and brands strategize to offset these new developments, they must prepare to offer more perceived value, price transparency, and flexibility in order to retain brand equity and loyalty."

## Key findings include:

Most consumers will reduce spending once tariffs take effect: 70 percent of all consumers say that they will reduce overall spending once tariffs go into effect. Millennials top the list of those planning spending cutbacks, with 78 percent indicating a reduction. At 54 percent, boomers are the most likely generation to stop buying certain imported goods.

Gen Z is spending now to save later: 58 percent of Gen Z shoppers have pulled forward their purchases of high priced items such as iPhones, computers and champagne in advance of potential tariff increases. Overall, 45 percent of consumers have pulled forward spending on electronics, and 37 percent are stocking up on groceries.

Discretionary items will be hit hardest: 68 percent of consumers plan to cut back on electronics because of tariff increases, 61 percent are reducing purchases of apparel and accessories and 51 percent will spend less on home goods.

BNPL favored by millennials in exchange for surge pricing: Millennial consumers are 36 percent more likely than other generations to prefer that brands offer buy now, pay later options, even if it means paying higher prices.

## Other findings include:

The U.S. findings mirror global shifts revealed in ESW's broader Global Voices Survey of more than 18,000 respondents across 18 countries, which finds:

Consumers perceive online shopping as less expensive than shopping in-store: Of those spending more online this year, nearly 40 percent say they feel shopping online is less expensive than shopping in-store. Nearly 49 percent of shoppers who will spend more, plan to do so because there are more purchase options online.

Luxury brands benefit from global shoppers: Brands and retailers that are available to international shoppers continue to reap rewards, which is driven by a convergence of technological advancements, economic dynamics, broader product selections, and changing consumer behaviors. Twenty-five percent of consumers who purchase luxury goods did so from outside their home countries, with 21.2 percent of consumers saying that they purchase from these brands – such as Burberry, Bulgari or Dior – both domestically and internationally.

Consumers are finding the same product less expensively internationally: Nearly 46 percent of online shoppers purchasing items outside their home country do so because the total cost, including taxes and shipping, was lower than prices for that item domestically.

Shoppers will not spend more for sustainable products: Despite two-thirds of consumers admitting that they are trying to be more sustainable in their day-to-day lives, nearly 53 percent (52.9 percent) will not spend more for eco-friendly products. However, half (51 percent) of all consumers do say they consider the environmental impact of items when they are shopping, such as carbon emissions, dye water contamination and microplastics. Furthermore, 54 percent of shoppers also consider ethical production when shopping, such as safe working conditions and fairly paid workers.

Nearly one in three shoppers (32 percent) intends to spend less online in 2025: Of those shoppers planning to cut back, 58 percent cited saving money as the primary driver. Concern about the current economic climate was cited as the second highest reason for cutting back at 36 percent, with the high cost of essentials, such as food, ranked third (32 percent). The U.S. study, "Impact of Tariffs on Purchasing Decisions," includes data from a nationally representative sample of 1,008 adult consumers collected in April 2025. The Global Voices survey included 18,448 participants across 18 countries, fielded between Oct. 20 and Nov. 1, 2024. ■

Source: Furniture Today

## Aromatherapy Diffusers Market sees Increasing Demand

The Aromatherapy Diffusers Market is experiencing significant growth, driven by a confluence of factors that highlight a global shift towards holistic wellness and natural remedies. The increasing awareness of the therapeutic benefits of essential oils, coupled with the rising prevalence of stress and anxiety in modern lifestyles, has fueled the demand for aromatherapy diffusers. Technological advancements have played a pivotal role in enhancing the functionality and user-friendliness of these devices, leading to a wider adoption across various consumer segments. The integration of smart features, such as app-controlled operation and customizable diffusion settings, has further augmented their appeal.

Moreover, the growing recognition of aromatherapy as a complementary therapy for managing various health conditions, including insomnia, respiratory ailments, and mood disorders, has contributed to the market's expansion. The aromatherapy diffusers market also plays a role in addressing global challenges by

promoting natural and sustainable wellness solutions, reducing reliance on synthetic drugs, and fostering a sense of tranquility and well-being in increasingly stressful environments.

Additionally, the market responds to the global challenges of pollution through specialized products that help purify air in closed environments through the power of aromatherapy.

The Aromatherapy Diffusers Market Size is estimated to reach over USD 3.35 Billion by 2032 from a value of USD 1.83 Billion in 2024 and is projected to grow by USD 1.94 Billion in 2025, growing at a CAGR of 8.6% from 2025 to 2032. ■ *Source: OpenPR*



## Global Customised Jewellery Market inclined towards Personalised Themes, set to grow

The global customised jewellery market grew from USD 31.8 billion in 2024 to USD 37.0 billion in 2025, and is set to expand at a 15.68% CAGR, reaching USD 76.2 billion by 2030. This growth reflects a shift towards highly personalised jewellery that captures individual stories, milestones and aesthetics, supported by advances in digital design, AI-driven recommendations and seamless e-commerce platforms.

Modern buyers now expect interactive design tools, augmented reality try-ons, and personalised service across online and offline touchpoints. Sustainability has emerged as a central consideration, with demand rising for ethically sourced metals, recycled materials and transparent supply chains. Meanwhile, new tariffs have reshaped cost structures, prompting brands to diversify suppliers, explore alternatives like lower-karat alloys, and emphasise responsible sourcing.



Consumer preferences vary by demographic and geography. Women favour delicate engravings and gemstones, men lean towards bold designs and durable metals and younger generations seek trend-driven, affordable options. Older buyers focus

on heritage pieces and timeless craftsmanship. Regionally, North America and Europe emphasise heritage and quality, the Middle East favours high-karat gold and bespoke gemstones and Asia-Pacific embraces mobile commerce and social media-driven customisation.

The market comprises heritage luxury houses leveraging craftsmanship, digital-native disruptors specialising in rapid bespoke services and boutique studios focusing on hyper-personalisation. Partnerships with material suppliers and technology platforms enable rapid customisation, while advances like 3D printing and laser engraving reduce lead times and boost precision.

To stay competitive, brands must invest in AI-driven design and AR-enabled customer experiences; incorporate sustainable sourcing and certifications; maintain agile, localised supply chains to mitigate tariff impacts; tailor offerings to diverse demographics and markets; and leverage data analytics and omnichannel strategies to build loyalty. The future of customised jewellery lies in blending heritage craftsmanship with digital innovation, sustainable practices and personalised customer journeys. Brands that adapt to evolving consumer demands and global market dynamics will be best positioned to lead in this era of bespoke jewellery. ■

*Source: researchandmarkets.com*