



Holiday 2025

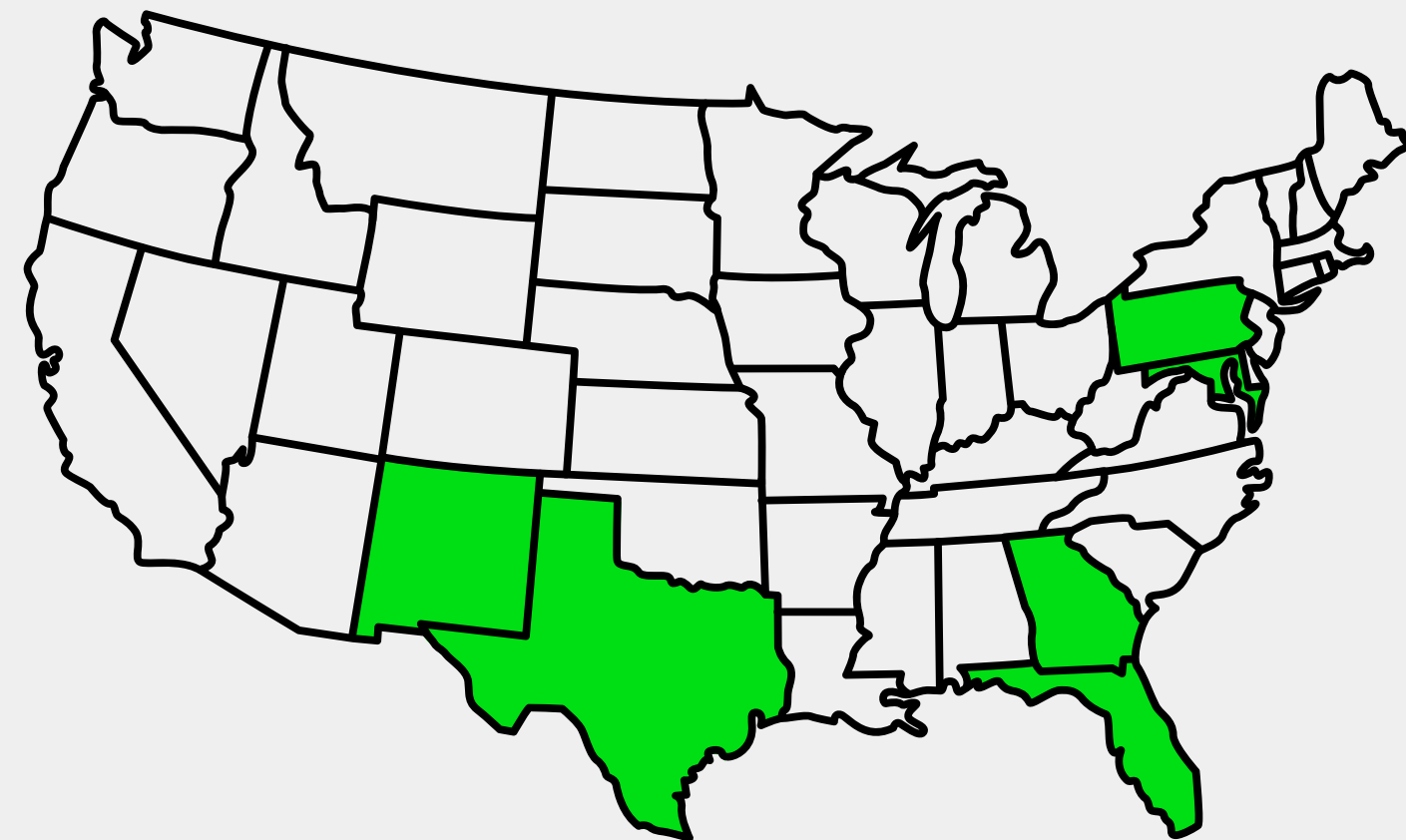
TRENDS & INSIGHTS

A snapshot into the season's defining trends Americans are currently buying based on Afterpay shopping data.

Who's shopping and how

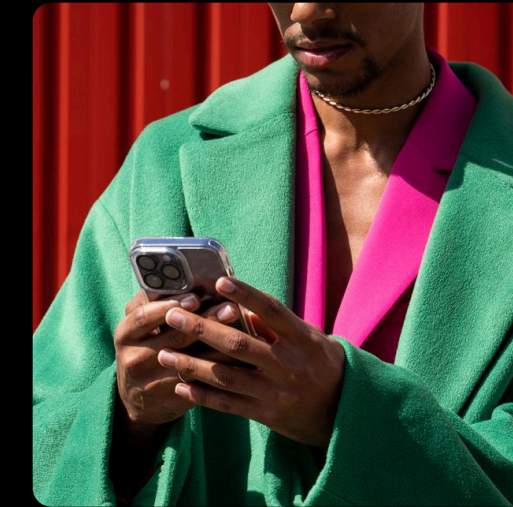
Younger shoppers are rewriting the rules of spending, with more than half (51%)* of Gen Z saying credit cards give them the 'ick'. Instead 63%* of Gen Z have switched to another payment method, preferring more transparent options that offer more control, less stress, and no interest.

Buy Now, Pay Later (BNPL) is becoming a mainstay for mindful spending. From mobile momentum to regional surges, here's where Afterpay growth is coming from.



Top U.S. Cities Budgeting with Afterpay Pay in 4

Houston, TX
Atlanta, GA
Dallas-Ft. Worth, TX
Brownsville-Harlingen, TX
Philadelphia, PA
Miami, FL
Orlando, FL
Albuquerque, NM
Baltimore, MA
San Antonio, TX



+35%

average YoY growth in Gen Z and Millennial Afterpay usage



+38%

growth in Afterpay mobile transaction volume over the past year



90%

of Afterpay purchases are made with debit cards, not credit

Festive Femininity

Shoppers are marrying romantic silhouettes and soft, whimsical touches with a touch of moto motifs. From leather jackets to flowing skirts, it's a cool girl take where boho meets moto.



+28%
Vinyl Jacket



+227%
Ruffled Shirts



+62%
Structured Blazer



+244%
Polka Dot Dress



+63%
Lace Skirt



+107%
Asymmetric Dress



+70%
Asymmetric Skirt

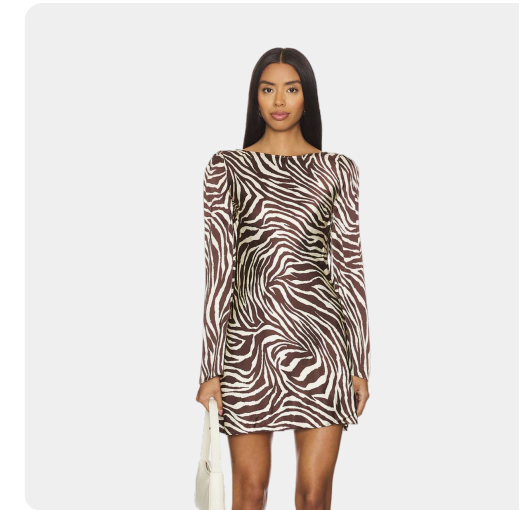


+528%
Flowing Skirt

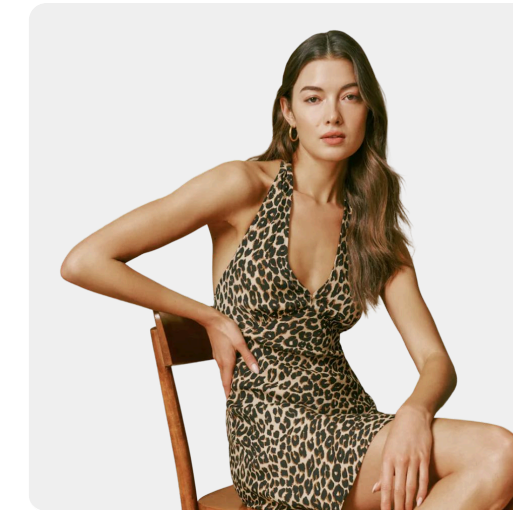
FASHION

The More Pattern, The Better

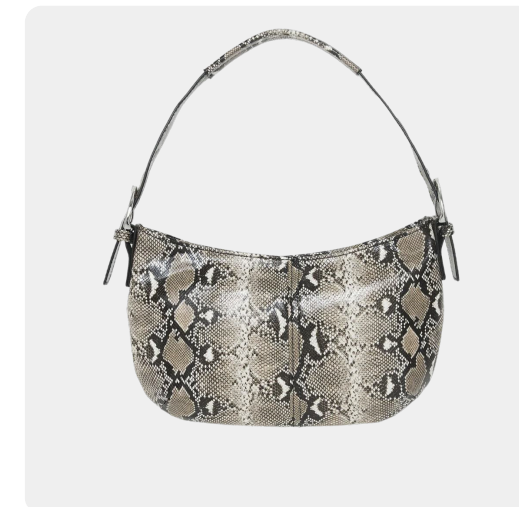
From animal print to preppy plaid, the holidays are all about the patterns. Shoppers are embracing playful, print-heavy statement looks – styled with confidence and often layered for impact.



+155%
Zebra Print Dress



+45%
Leopard Print Dress



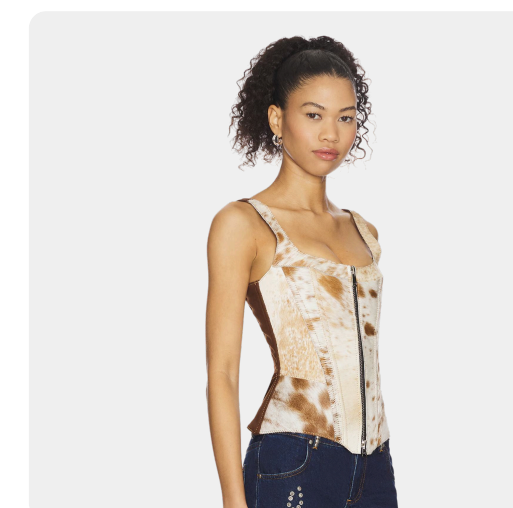
+241%
Snakeskin Bag



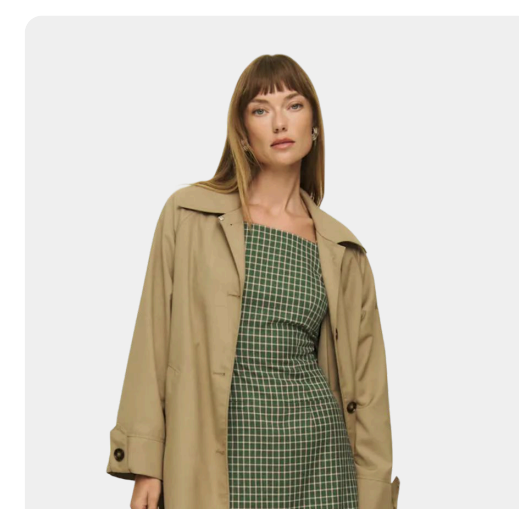
+129%
Logo Tees



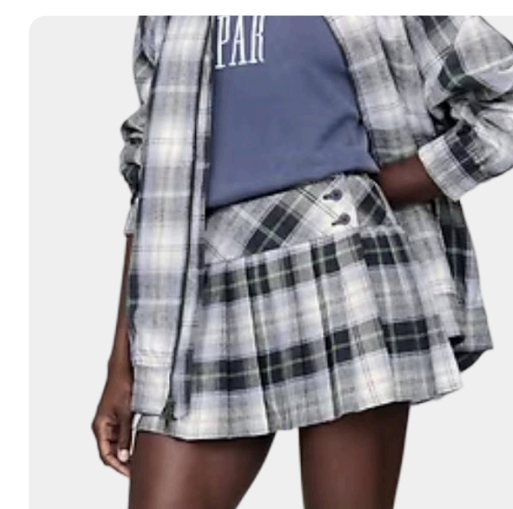
+51%
Patched Denim Jacket



+75%
Cow Print Top



+158%
Checkered Dress



+114%
Plaid Pleated Skirts

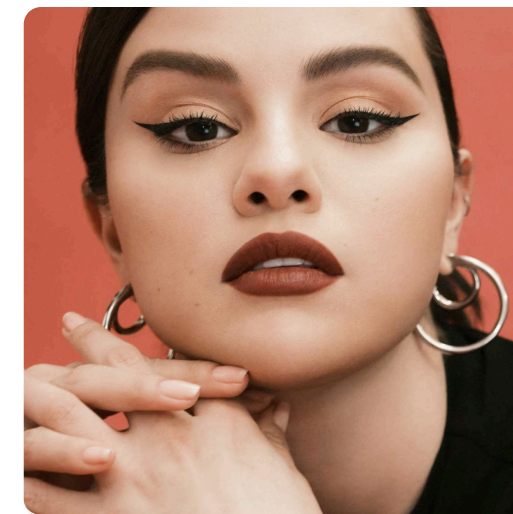
BEAUTY

Shine Bright Like a Diamond

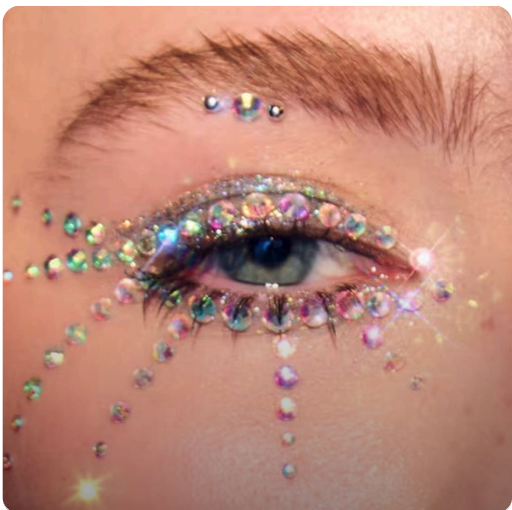
Beauty lovers are leaning into jewel toned looks that sparkle and make a statement to adorn for family dinners to NYE parties. But first, don't forget to hydrate your skin for that dewy finish.



+143%
Velvet Blush



+150%
Berry Lipstick



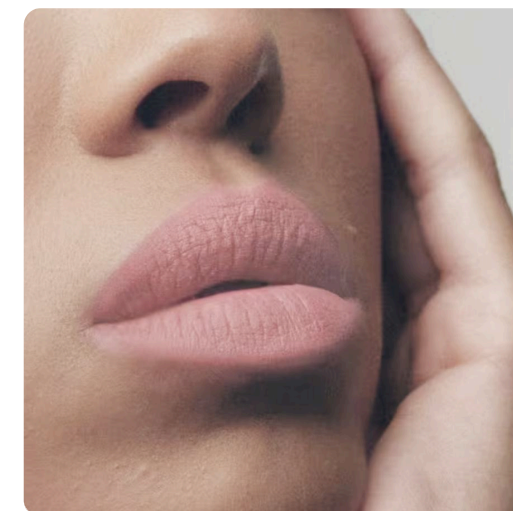
+78%
Face Gems



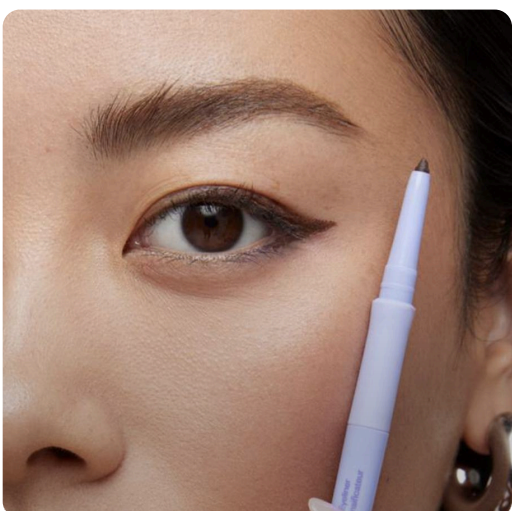
+325%
Botanical Face Oil



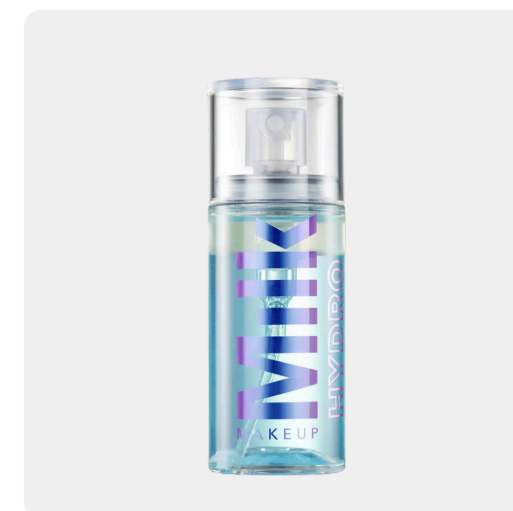
+60%
Blue Eyeshadow



+72%
Vinyl Lipstick



+87%
Charcoal Eyeliner



+138%
Dewy Face Mist

FOOTWEAR

Top Picks for the Colder Months

From mesh ballet flats to combat boots, shoppers are mixing comfort with edge this season. Peep toes are making a surprise cold-weather comeback, but keep an eye out: slouchy boots are set to be the next style on the rise.



+98%

Peep Toe Heels



+104%

Jelly Shoes



+30%

Mesh Ballet Flats



+127%

Peep Toe Mules



+40%

Combat Boot



+103%

Peep Toe Shoes

ACCESSORIES

Add a Little Extra

For those looking to spice up their outfits this season, you're not alone. Shoppers are reaching for standout accessories to turn simple looks into something more special.



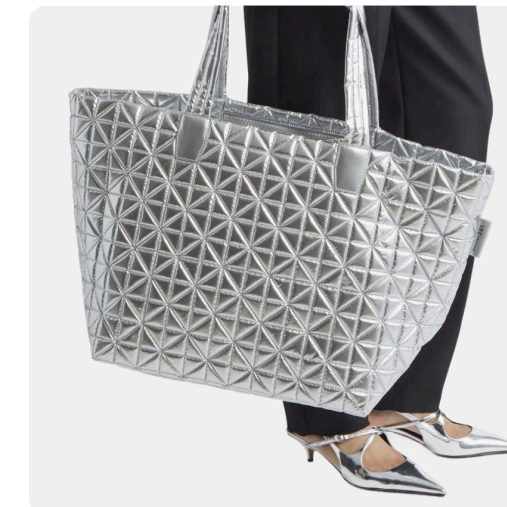
+631%
Oval Sunglasses



+231%
Silk Bow



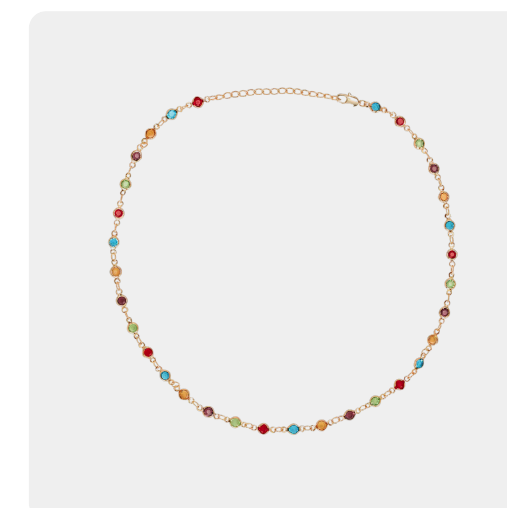
+138%
Layered Necklace



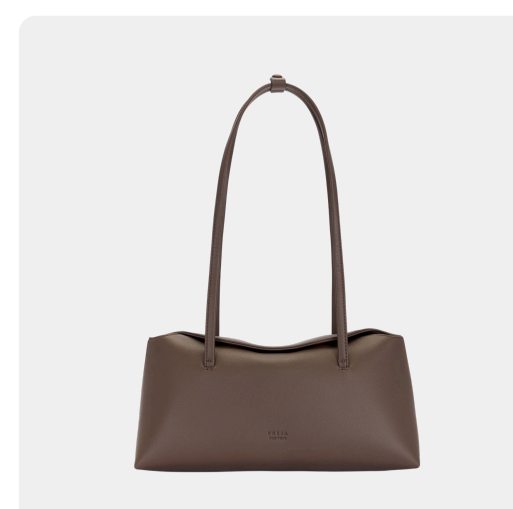
+382%
Boat Bag



+144%
Chunky Belt



+121%
Studded Necklace



+156%
East West Bag



+126%
Neck Tie

INTERIOR

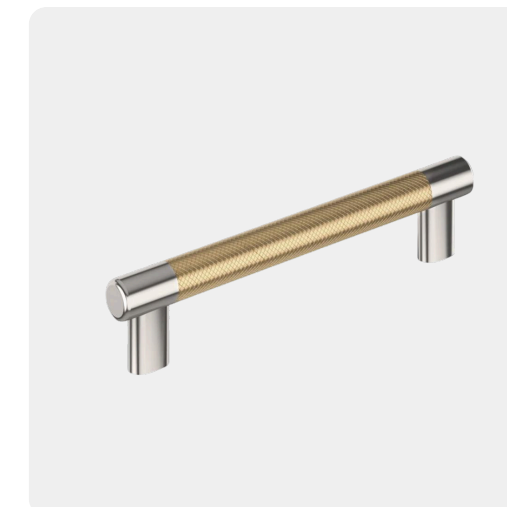
Home for the Holidays

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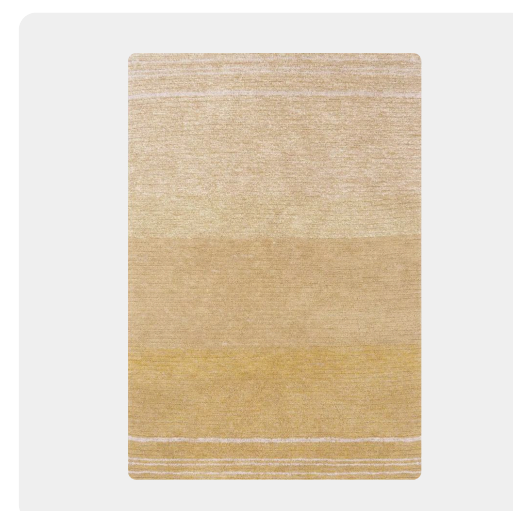
+400%

Balloon Shades



+45%

Mixed Metals



+283%

Yellow Rugs



+159%

Striped Wallpaper



+186%

Brown Furniture



+137%

Stoneware



+264%

Wood Beams



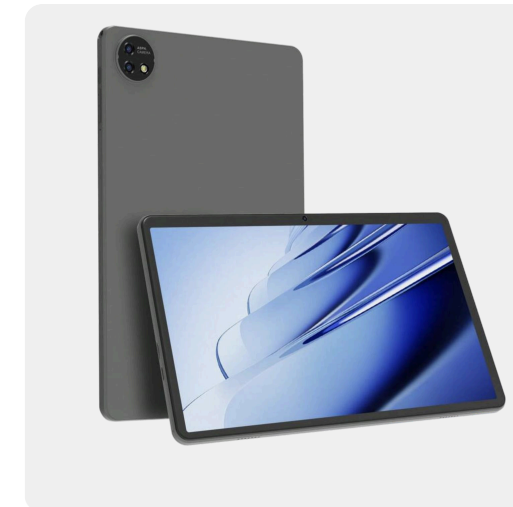
+137%

Velvet Chair

TRAVEL

Gifts for the Getaway Crowd

Over the past few months, shoppers have been stocking up on travel-savvy staples. These trending picks are the perfect stocking stuffer for anyone planning a holiday escape, whether it's an overseas adventure or a quick local reset (four-legged companions included).



+80%

Tablet



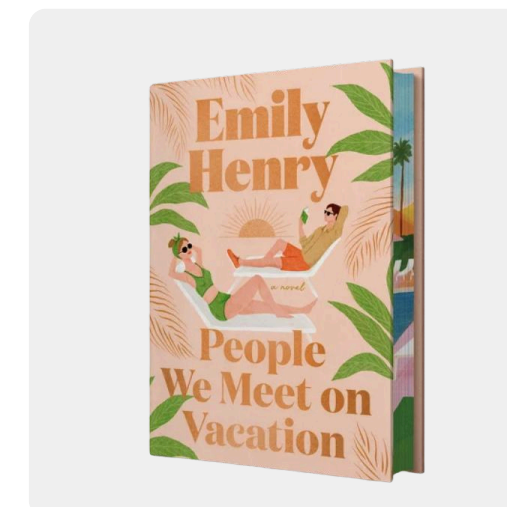
+181%

Water Bowl For Dog



+159%

Power Adapter



+81%

Books



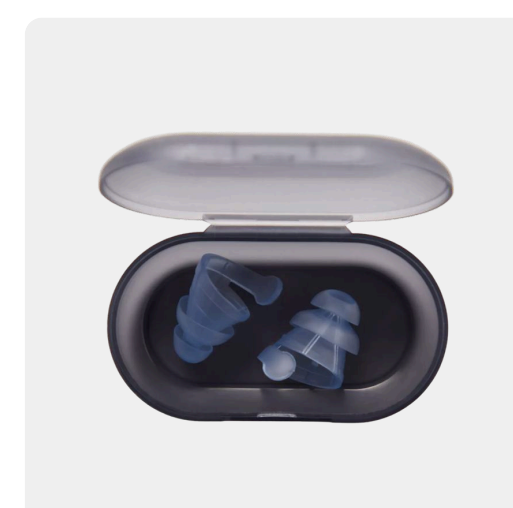
+144%

Air Tag



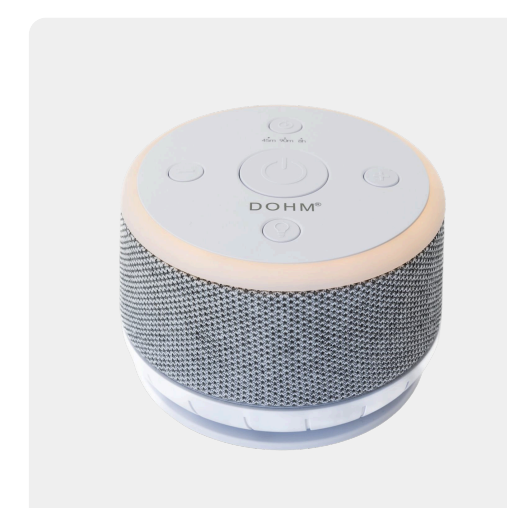
+90%

Portable Door Lock



+164%

Earplugs



+68%

Portable Sound Machine



Holiday 2025

TRENDS & INSIGHTS

Fashion

Beauty

Footware

Accessories

Interior

Travel