



MARKET VOICES

SPENDING IN 2025

IN COLLABORATION WITH



CONTENTS

WE ASKED THE PEOPLE OF SCOTLAND
ABOUT THEIR SPENDING AND SAVING
PLANS FOR 2025...

INTRODUCTION **3**

FINANCIAL OUTLOOK **4**

TRAVEL & HOLIDAYS **5**

SPENDING HABITS & PRIORITIES **6**

SAVING HABITS **8**

MAJOR PURCHASES **9**

BRAND LOYALTY **10**

SHOPPING LOCALLY **11**

METHODOLOGY **12**

SPENDING IN 2025

YOUR QUESTIONS ANSWERED

We're delighted to have partnered with the DMA (Data & Marketing Association) for this special edition of Market Voices, exploring key shifts in consumer spending and saving trends across Scotland. Together we want to better understand Scots and their behaviour.

Our latest research highlights emerging patterns for the year ahead, offering valuable insights into how financial plans are evolving.

At STV we specialise in connecting businesses with Scottish consumers, reaching 2.8 million Scottish adults every month. This unique position allows us to provide powerful insights into consumer sentiment.

We have commissioned ScotPulse, Scotland's largest consumer research panel to bring businesses up-to-date research and insights, sharing the real voices of consumers from across the country – enabling businesses to maximise the effectiveness of their marketing and business decisions. We are confident that this free-to-view research will help businesses to maximise their marketing effectiveness and continue in their growth ambitions in 2025 and beyond.



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FINANCIAL OUTLOOK

As 2025 begins, Scots are balancing optimism with financial caution. While **59% believe their personal finances will improve or stay the same**, there's still a strong sense of financial realism. As **99% don't expect prices to improve**, with food shopping, utilities, and eating out/takeaways as the areas Scots think prices have increased the most. **Over half of Scots** have already started using cheaper brands alongside the brands they usually use in their food shop, eating out or getting takeaways less as well as cutting back on buying clothes and shoes.

59%

OF SCOTS BELIEVE THEIR PERSONAL FINANCES WILL IMPROVE OR STAY THE SAME IN 2025.

Despite economic uncertainty, many Scots are prioritising experiences. **54% plan to take a trip abroad**, with beach holidays remaining the top choice, except for 16-34s, who prefer city breaks. Domestic travel remains popular too, with **45% of Scots planning a holiday or short break in the UK**. **7 in 10 Scots plan to take 2 or more UK based trips in 2025**. Scotland ranked as the top staycation destination for the second year in a row, with **75% of those planning a staycation plan to take one in Scotland**. Over half of those planning a staycation in 2025 intend to book a city break and hotels are the most popular of form of accommodation.



7 in 10

SCOTS PLAN TO TAKE 2 OR MORE UK BASED TRIPS IN 2025



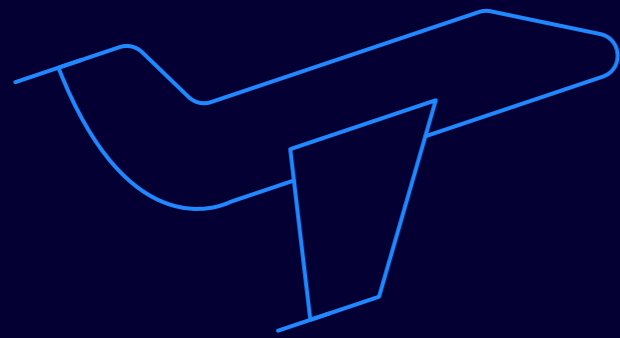
75%

OF SCOTS PLANNING A STAYCATION IN 2025, PLAN TO STAYCATION IN SCOTLAND

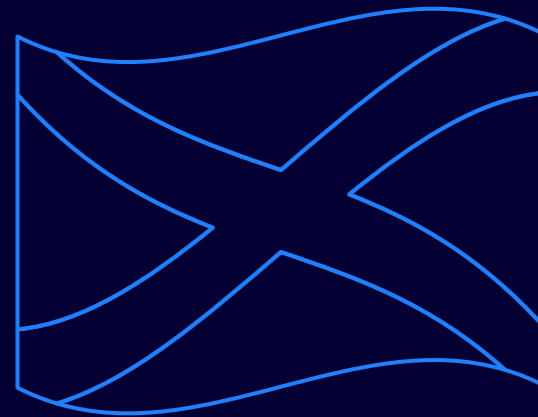
Sources: 54% plan to take a trip abroad / 45% of Scots planning a holiday or short break in the UK (weighted base of 1,101; asked of all respondents; phase one) With beach holidays remaining the top choice / 16-34s prefer city breaks (asked of the 591 respondents who plan to spend on holidays or short breaks abroad; phase one) 7 in 10 Scots plan to take 2 or more UK based trips in 2025, (asked of 487 respondents who plan to spend on holidays or short breaks in the UK; phase one) Scotland ranked as the top staycation destination for the second year in a row. (asked of 490 respondents who plan to spend on holidays or short breaks in the UK; phase one & 624 respondents last year - Market Voices Spending in 2024 report). 75% of those planning a staycation plan to take one in Scotland / Over half of those planning a staycation in 2025 intend to book a city break / Hotels are the most popular of form of accommodation (asked of 490 respondents who plan to spend on holidays or short breaks in the UK)

SPENDING HABITS & PRIORITIES

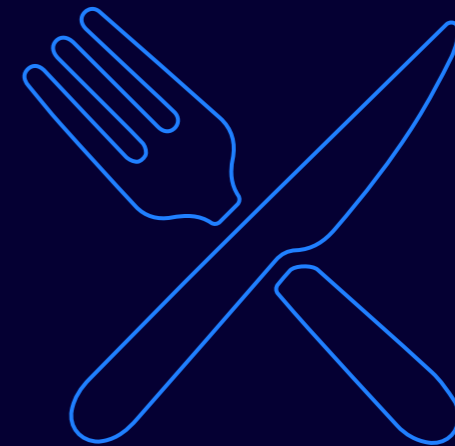
When it comes to spending, Scots are still making room for non-essentials, with **3 in 5 planning to spend the same or more on non-essential purchases as last year**. Among these priorities, home and garden improvements have gained traction, with **3 in 10 Scots planning for upgrades**. Painting/wallpapering, garden landscaping, and new furniture topping the list. Giving to charity was the biggest mover this year, showing a three-point percentage increase.



3 IN 5 PLAN TO SPEND THE SAME OR MORE ON NON-ESSENTIAL PURCHASES AS LAST YEAR.



19% OF SCOTS ARE NOW PLANNING TO GIVE TO CHARITY.



2 IN 3 PLAN TO SPEND MONEY GOING OUT FOR FOOD AND DRINK.

SPENDING HABITS & PRIORITIES

Q: WHAT HOME IMPROVEMENTS ARE YOU PLANNING TO MAKE IN 2025?

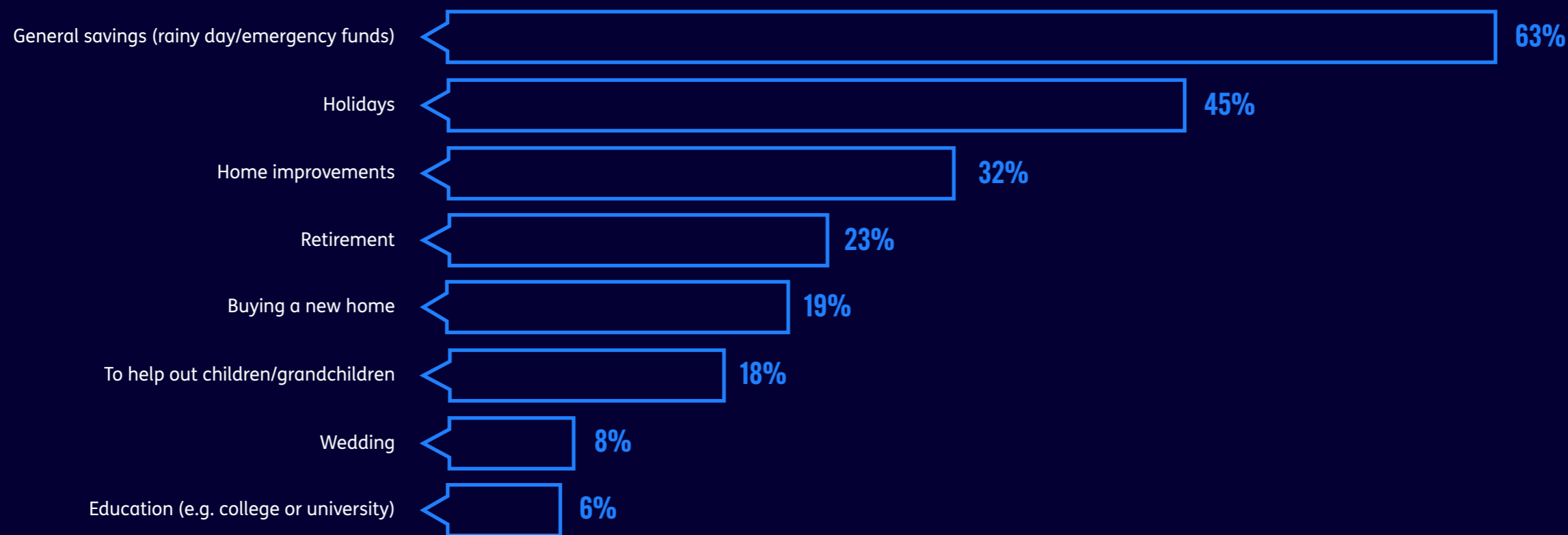


Source: What home improvements are you planning to make in 2025? (asked of the 354 respondents who are planning to spend on home and garden upgrades; phase one)

SAVING HABITS

There are some key reasons for saving, after general savings, holidays are the top reason Scots are putting money aside. **7 in 10 Scots aim to save more than last year, 68% have some level of savings. 1 in 5 have over £20,000 tucked away**, with over-55s leading the way.

Q. WHAT ARE YOU CURRENTLY / WILL YOU BE SAVING FOR?



Sources: 7 in 10 Scots aim to save more than last year / 51% of Scots have less than £500 in disposable income each month / 68% have some level of savings / 1 in 5 have over £20,000 tucked away, with over-55s leading the way (weighted base of 1,101; asked of all respondents; phase one)
After general savings, holidays are the top reason Scots are putting money aside. (asked of the 956 respondents who are saving; phase one)

MAJOR PURCHASES

Big-ticket purchases are also on the horizon. **5% plan to buy a home in 2025**, with more existing homeowners selling their current home and purchasing another (+3% YoY) and first-time buyers slightly down from last year (-2% YoY). Meanwhile, **12% of Scots plan to buy a new or second-hand car**, with younger age groups (16-34s) most likely to do so.



Sources: 5% are planning to purchase a new home in 2025 (weighted base of 1,101; asked of all respondents; phase one) more existing homeowners are selling their current home & purchasing another (+3% YoY) (asked of the 55 respondents purchasing a home; phase one) first-time buyers are slightly down from last year (-2% YoY). (asked of the 55 respondents purchasing a home; phase one) 12% of Scots plan to buy a new or second-hand car (weighted base of 1,101; asked of all respondents; phase one)

BRAND LOYALTY

Brand loyalty remains a key factor in consumer decision making across Scotland. For most Scots, loyalty is defined by consistently purchasing from a brand regularly and recommending it to others. Among the younger consumers, **3 in 4 (16-34s) consider long-term repeat purchases the strongest indicator of loyalty**. When it comes to what drives this commitment, quality, reliability and value for money top the list, with **7 in 10 younger Scots (16-34s) prioritising consistent high quality above all else**.

Incentives also play a role in maintaining brand loyalty, with redeemable points, free shipping and birthday discounts being the most valued rewards. **Women in particular favour loyalty points, with 9 in 10 selecting this as their top perk**. Understanding these motivations can help businesses build stronger customer relationships and enhance long term repeat purchases.

DRIVERS OF BRAND LOYALTY



QUALITY



RELIABILITY



VALUE FOR MONEY

MOST VALUED REWARDS:



LOYALTY POINTS



FREE SHIPPING



BIRTHDAY DISCOUNTS

SHOPPING LOCALLY

One thing that remains consistent is that Scots value supporting local businesses; **75% say buying from local companies is important**, and **65% specifically prefer Scottish brands.**



METHODOLOGY

Online surveys were sent to a representative sample of Scotland's adult population via the ScotPulse panel.

Fieldwork phase one conducted: 20th-25th Dec 2024
1,101 responses (unweighted total).

Fieldwork phase two conducted: 9th-13th Jan 2025
1,113 responses (unweighted total).

Results were weighted to reflect the Scottish population (by gender and age).



STV is committed to boosting the Scottish economy by providing a platform for Scottish businesses to build their brand on STV and STV Player. STV has an unrivalled connection with consumers, reaching 2.8 million Scots every month.

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