

A group of four people, two women and two men, are smiling and holding lit sparklers. The sparklers are shaped like the numbers 2, 0, 2, and 5, representing the year 2025. The background is a blurred blue and white, suggesting an indoor party setting.

digilant

# New Year's Resolution Consumer Package

# New Year, New Beginnings

Reaching the New Year resolution consumer

As **71%** of global consumers embrace New Year's resolutions, priorities are shifting: financial goals now often outweigh fitness, while wellness and life enrichment grow. New tools for tracking habits support this trend toward more mindful, lasting change.

We'll explore the following:

2024  
trends

2025  
predictions

Strategic  
recommendations

Case  
study

71%



# 2024 Top Resolutions

Last year's top resolutions were:

59% To save more money

35% To lose weight

50% To exercise more

26% To reduce spending on living expenses

47% To eat healthier

19% To spend less time on social media

40% To spend more time with family/friends

19% To reduce stress on the job

Source: [Statista](#)



# New Year's Resolutions: Tailored Goals for Every Generation



Younger adults

**59%**

of those ages 18 to 34

vs.

**19%**

of those older than 55



Parents

**54%**

of people with kids living at home

vs.

**33%**

of those without kids



Resolution

**86%**

set a resolution the year before

vs.

**11%**

of those who did not set a 2020 resolution

# New Year, New Buys: Top Products

Products linked to resolutions, such as fitness equipment and budget planners, see significant demand on platforms like Amazon.

Treadmills, home gyms, and budgeting tools have experienced notable increases in searches and sales

Source: [JungleScout](#)



# Top Goal-Setting Trends for New Year 2025



## Shift Toward Habit-Based Goals:

People are prioritizing sustainable habits, like regular exercise or reading, aiming for long-term identity shifts over rigid resolutions.

Source: [The Good Space](#); [Inspire Her Faith](#)



## Financial Wellness and Flexibility:

Budgeting and saving remain key, with many adopting a "second chance" mindset, revisiting goals in March to adjust to post-holiday realities.

Source: [AdAdapted](#)



## Moderation in Health Goals:

Approaches like "Damp January" encourage health improvements without the pressure of strict all-or-nothing rules.

Source: [Tidy Plans](#)



## Mental Well-Being and Personal Boundaries:

Focus is growing on self-care routines, setting boundaries, and reducing toxic influences to support mental health.

Source: [Inspire Her Faith](#); [Tidy Plans](#)

# Amazon January 2024: New Year Highlights and Key Insights



## Top priorities

Fitness, finances, and mental health dominate 2024 resolutions.



## Product trends

Increased searches for workout gear (e.g., treadmills, yoga mats) and financial planning tools (budget planners).



## Consumer behavior

Many purchases tied to resolutions peak in January and influence trends throughout the year.



## Retail strategy

Brands can leverage these trends by aligning inventory and promotions with consumer goals, especially during key periods like summer and holidays.



digilant

# Strategic Recommendation



# Engage New Year's Resolution Shoppers: Key Solutions

1

**Retail Media  
Network Data**

2

**Social Media**

3

**App Targeting**

4

**Keyword  
Retargeting**

# Retail Media Data

Utilize retail media data from major retailers like Amazon, CVS, and Walgreens to identify consumers actively searching for and purchasing products such as supplements, protein items, low-carb foods, and fitness equipment.

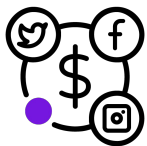
At Walgreens and CVS, take advantage of in-store sales data tracked via loyalty cards for deeper insights.

## Data Sources Utilized:

- Purchase History
- Competitive Brand Insights
- Complementary Brand Alignments
- Search Behaviors
- Life Stages



# Strategy Recommendations



## Social Media

Create resolution-focused ads on Instagram, Facebook, and TikTok, targeting lifestyle-driven consumers by interests, demographics, and purchase behaviors.



## App Targeting

Engage consumers who have recently downloaded health, fitness, or finance apps to connect with those actively committed to their goals.



## Keyword Search

Target individuals actively searching for resolution-focused terms such as wellness, weight loss, and budgeting.



# Creative Recommendations

Run time-sensitive campaigns or bundle deals in January to create urgency and motivate **new** customers to take advantage of resolution-related products or services.

Emphasize messaging around “New Year, New You” with a focus on personal growth or reward.



SPARK COSMETICS Add Some **SPARKLE** to Your Holiday!

Your Code: **SPARKGLOSS**

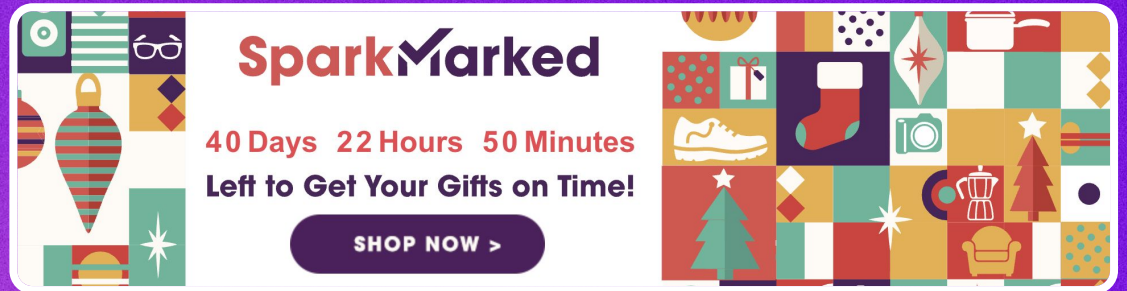
Use at Checkout to Claim Your Free Gift!

Hurry, offer valid Thanksgiving weekend only. Shine bright this holiday season with Spark Cosmetics!

Shop Now

The banner features a cornucopia of pumpkins and gourds on the left, and three Spark Cosmetics products (a tube of lip gloss, a tube of cream, and a tube of mascara) on the right. The background is a soft, warm-toned holiday scene.

Reward user engagement with scratch to reveal discount codes or countdowns



**SparkMarked**

40 Days 22 Hours 50 Minutes  
Left to Get Your Gifts on Time!

SHOP NOW >

The banner is decorated with a colorful grid of holiday-themed icons including a Christmas tree, a stocking, a camera, a gift box, a snowflake, a camera, a Christmas tree, a chair, and a snowflake. The background is a mix of red, green, and gold tones.

digilant

# Case Study



# Vitamin Brand Achieves 43% Sales Increase in January by Capturing New Year's Resolution Shoppers



## Objective

A vitamin company sought to boost sales on Amazon and enhance brand recognition in a highly competitive market.



## Target Audience

They were aiming to target users in Canada and the United States who are searching for vitamins, competitor brands, and complementary wellness items like self-help books and exercise equipment.



## Strategy

By implementing a robust Amazon strategy, we successfully increased brand awareness and sales, positioning the brand prominently when audiences searched for vitamins and related products.



## Results

The vitamin brand achieved a 43% sales increase in January 2024 compared to December 2023, representing a \$30,000 boost. By maintaining a prominent presence, the brand effectively reached consumers at a critical time, educating them on its products and successfully engaging New Year's resolution shoppers.



digilant