

Americans Say They're Hustling, the Receipts Say They're Exhausted



This article was produced in partnership with Fetch

Times are tough, and while American consumers might seem on social media like they're ready to hustle, their receipts show they really just want to chill out.

That was the overarching finding from rewards app Fetch's first-ever Fetch Finds report, which uses data from \$179 billion in transactions to reveal Americans' spending habits over the last year.

"This year, we saw a chaotic mix of discipline and indulgence that defined how people navigated 2025 – a snapshot of how Americans pushed through demanding days and made room for comfort wherever they could," said Fetch vp of analytics Jacob Grocholski.

Americans might be obsessed with showcasing personal milestones on social media these days, but their purchase

habits showed a predilection for self-soothing. Fetch reported a 218% increase in loungewear purchases, and weighted blanket sales spiked 45%.

When they weren't relaxing, consumers were bulking up, possibly to free themselves from those heavy blankets. Fetch Finds reported an increase in protein-label breakfast cereals and granola by 69.8% and 45.9% respectively.

Americans however, seemed to prefer their protein to come with a crunch – as protein shakes, powders, and bar purchases only rose by 28.6%, 25.6%, and 18.7%, respectively.

Between chilling out and packing on the protein, Americans seemed determined to tidy up.

Sales of household storage bags grew 55.8%, and cleaning glove sales increased 13.4%.

Could American's zeal for cleaning be explained by a boost in energy? Perhaps, as sales in energy chews and gels rose 27.4%.

Americans also seemed to want to consume their meals also in a single bite. Fetch Finds reported that sushi was a top option for diners, with consumption increasing by 45.6%. By contrast pizza rose only 6.7%. And Italian dining only rose 3.5%. It's possible, of course, that pizza and Italian have simply reached market saturation.

Meanwhile, the frenzy for plant-based meat alternatives seems to have spoiled. Frozen plant-based meat sales declined 9%, and refrigerated plant-based meat decreased 11%.

Americans, it seems, are embracing their inner carnivores, seen in the sales growth of fresh beef (up 13%), pork (up 12%), and chicken (up 12%).

Whatever life-optimization fever captured American imaginations at the beginning of the year, their actual

spending habits show that attempts to be healthier and cleaner wavered, and were often abandoned in favor of small creature comforts.

To commemorate the report, the company is hosting a Fetch Live comedy show Dec. 11 from 5 to 8 p.m. at The Stand NYC, headlined by SNL alum Ego Nwodim.

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