

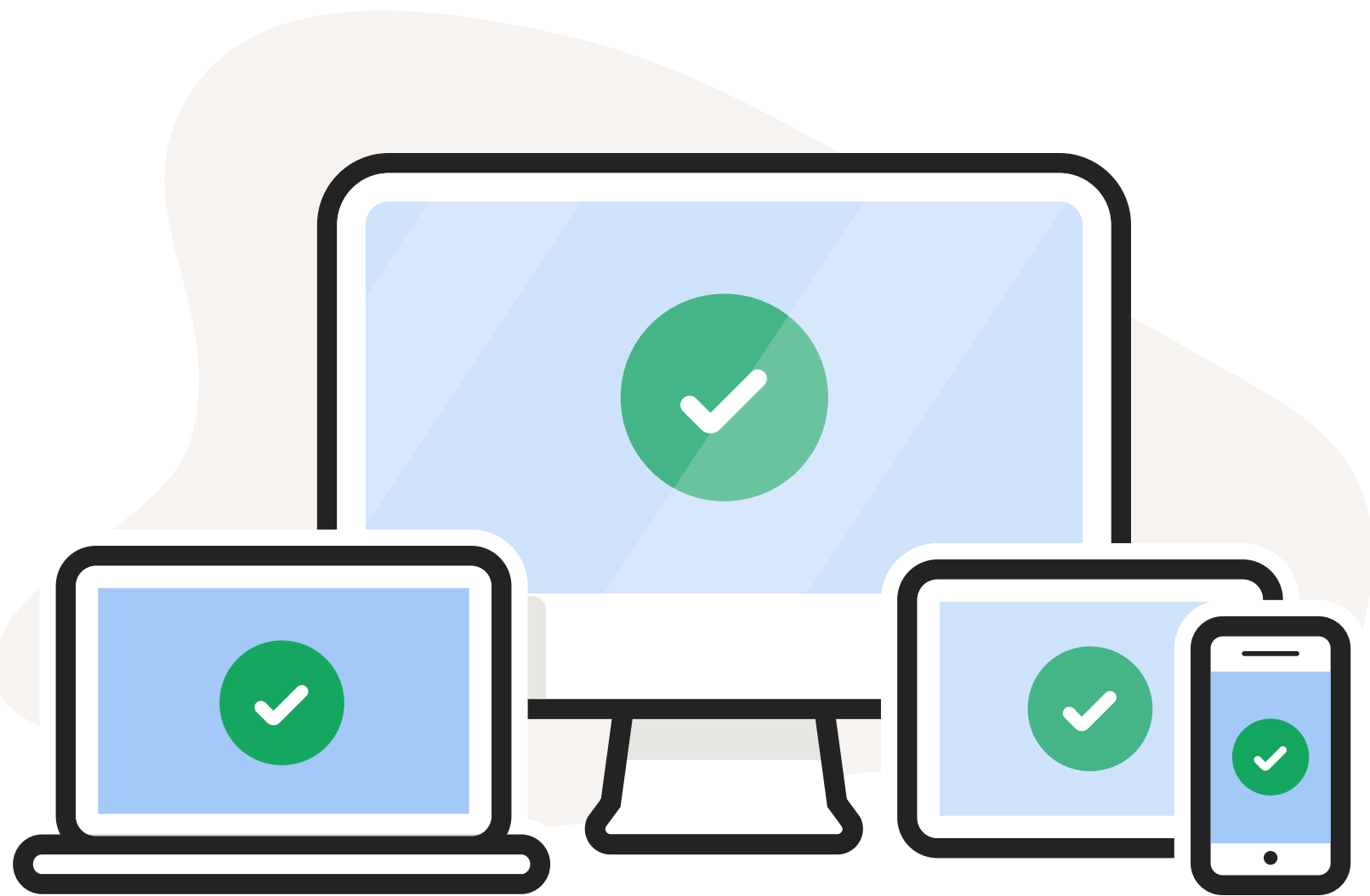
# Norton Cyber Safety Insights Report - Holiday

Shoppers and Scammers Turn to  
AI – Here's What to Know While  
Holiday Shopping

Global Results

Survey Methodology: The study was conducted online within the United States, United Kingdom, France, Brazil, Mexico, Germany, Australia, New Zealand, Italy, the Czech Republic, Japan, Hong Kong, Chile, and Colombia on behalf of Gen from July 24th to August 16th, 2025 among 14,003 adults ages 18 and older. Data are weighted where necessary by age, gender, and region, to be nationally representative.





## Shop Online Safely:

**Research Online Stores:** Check the design, pricing, URL, language, spelling, and reviews - poor design, low-quality images, odd web addresses, and sloppy formatting are common red flags. To be extra cautious, verify that reviews are genuine and run a quick Google search or check the Better Business Bureau's scam tracker to see if the store has been reported.

**Be Wary of Too Good to be True Offers:** Criminals often create ads for highly discounted designer or luxury items, but after ordering, these items don't arrive or are counterfeit. If something seems too good to be true, it probably is.

**Monitor for Fraud:** Regularly check your bank and credit card statements for suspicious transactions. If you become a victim of fraud, be sure to report it to your bank or credit card issuer immediately.

"From AI shopping assistants to the instant gratification of social media ad clicks, consumers are leaning harder than ever into convenience. **But scammers are leaning in too.** Just like leaving a spare key under the doormat, it's often the everyday shortcuts and habits people underestimate - reusing weak passwords, clicking on too-good-to-be-true deals, or trusting unfamiliar sellers - that open the door for cybercriminals. What feels like saving time in the moment can end up costing people far more if they're not careful."



**Leyla Bilge**

Global Head of Scam Research for Norton

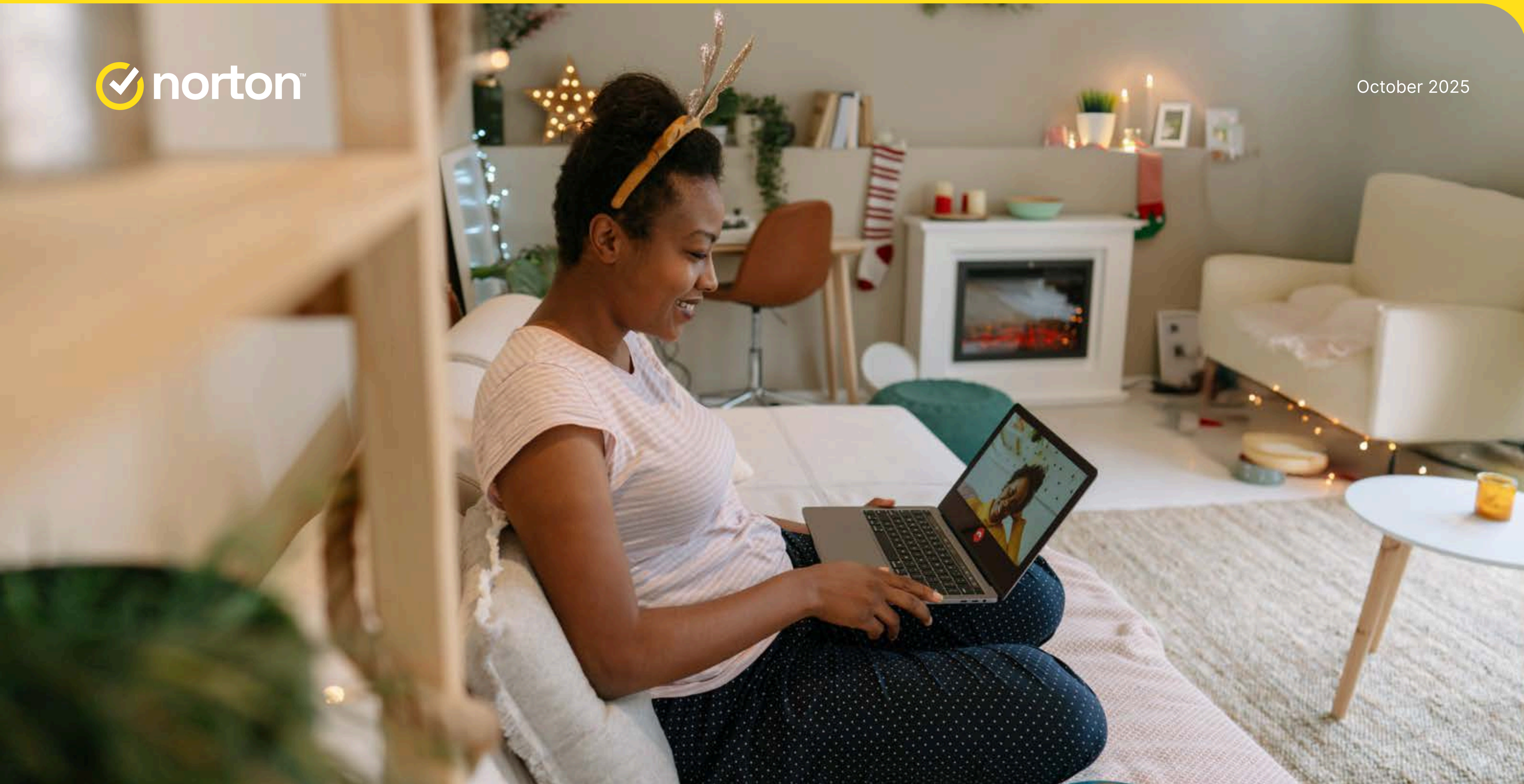
**Use Official Shopping Apps:** Most large retailers like Amazon or Target have their own mobile apps. These apps can be much safer than visiting their website. Be sure to keep your apps updated to avoid bugs or vulnerabilities by turning on auto-updates.

**Have a Security Safety Net:** Consider using a trusted VPN (Virtual Private Network), such as Norton VPN, when making purchases over public Wi-Fi. Utilizing a password manager can help keep credentials safe when shopping online.



**"It's often the everyday shortcuts and habits people underestimate that open the door for cybercriminals."**





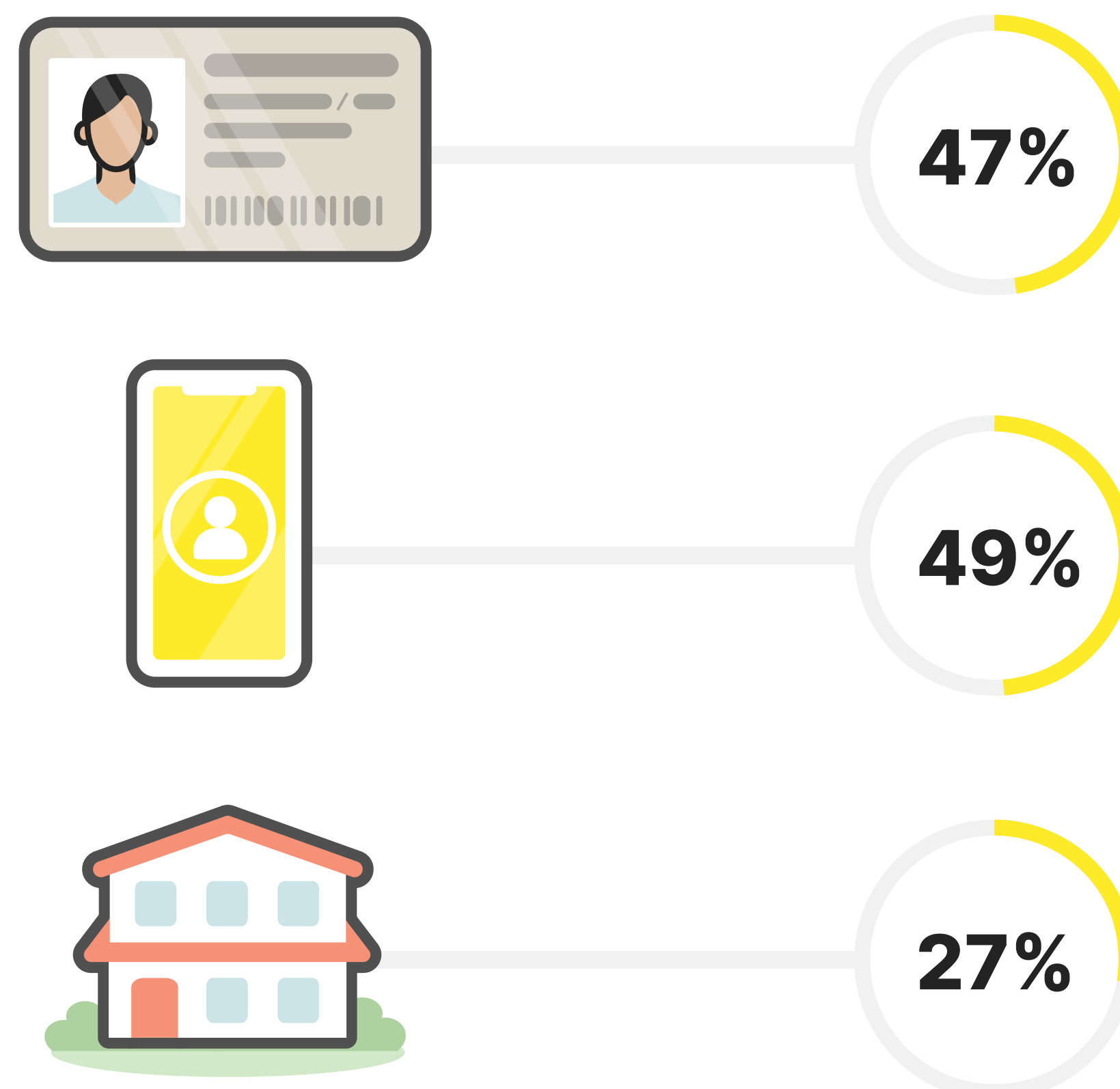
# Summary of Key Insights

## 1. Shoppers Say Yes to Deals

**46%**

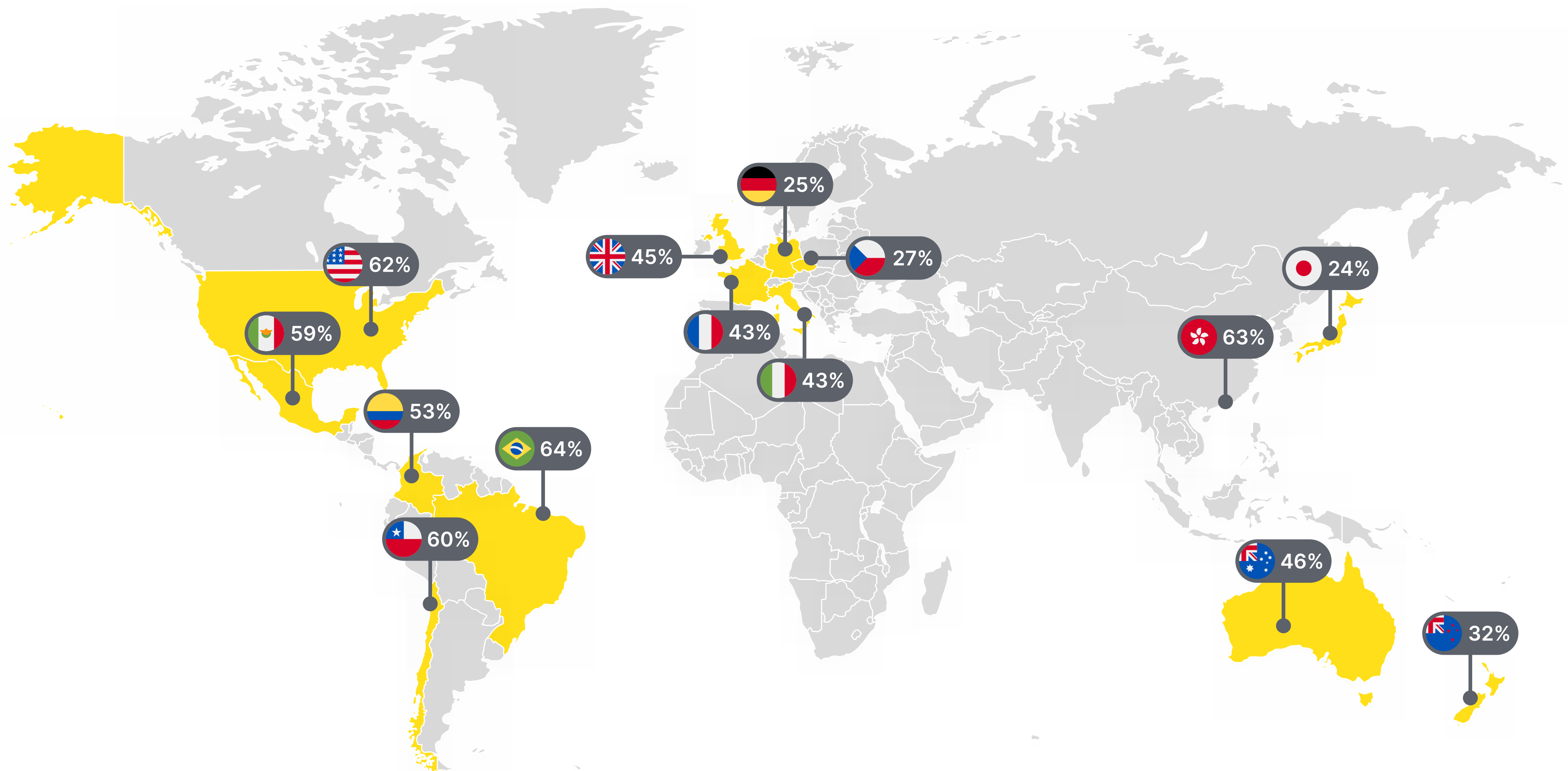
of people are likely to buy something immediately when they see a great holiday deal online.

Even more concerning, **47%** say they have given their personal information to receive a discount: of this group, **49%** handed over their phone number, while **27%** gave up their home address. And **27%** of people say they tend to take more risks shopping online during the holiday season than at other times of the year.





# How likely are you to buy something immediately when you see a great holiday deal?

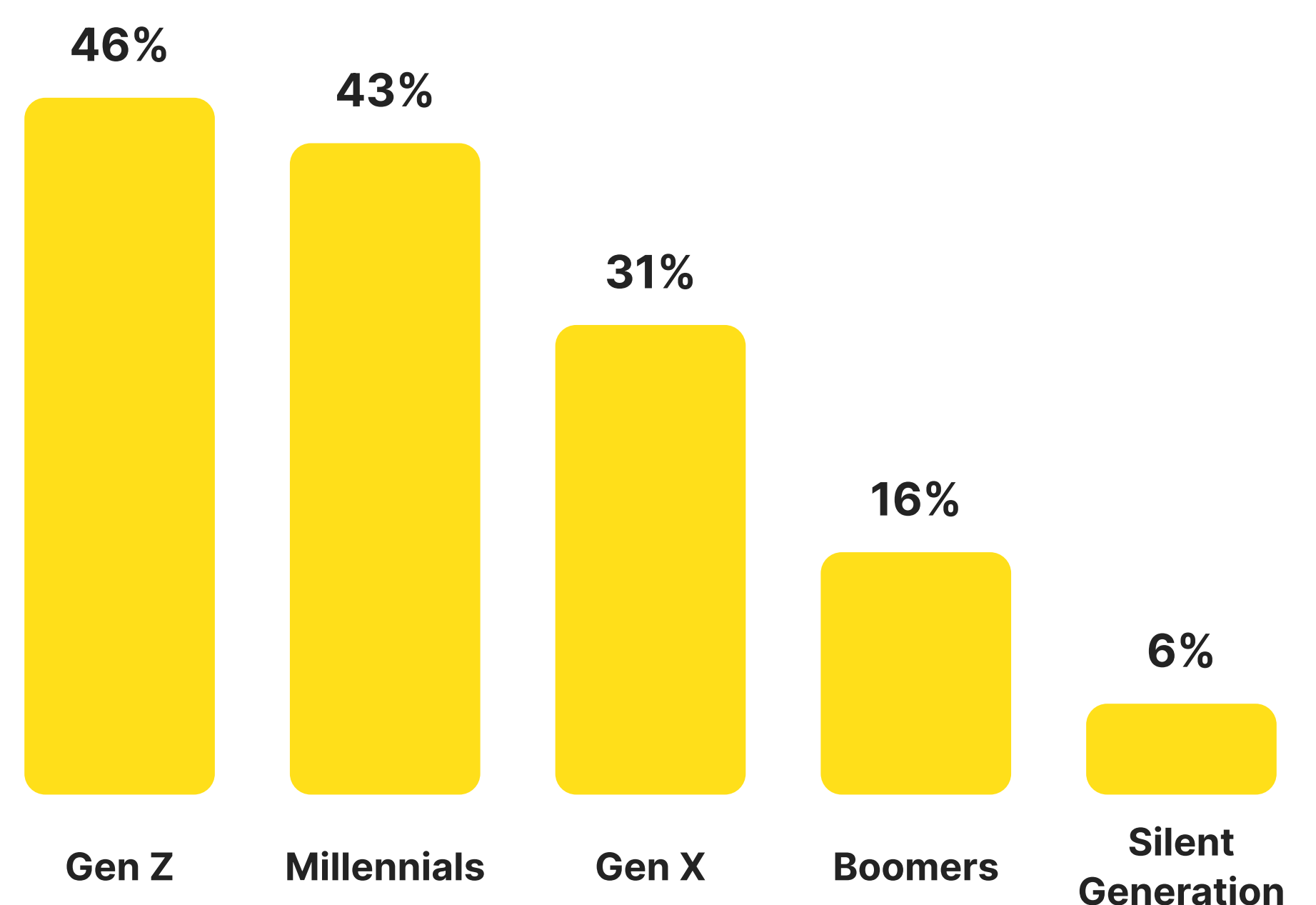


Seeing a great deal on the perfect gift for someone else (or yourself!) can be the push you need to **click “add to cart.”** Respondents in Brazil (64%) and Hong Kong (63%) are **most likely to immediately buy something when they see a great deal**, while those in Japan (24%) and the Czech Republic (27%) are less swayed by deals.

## 2. AI is Assisting Shoppers

**35%**

of people plan to use ChatGPT to help them with gift ideas this holiday season. Younger generations are more open to bringing AI into their holiday shopping plans, while older generations have hesitation.



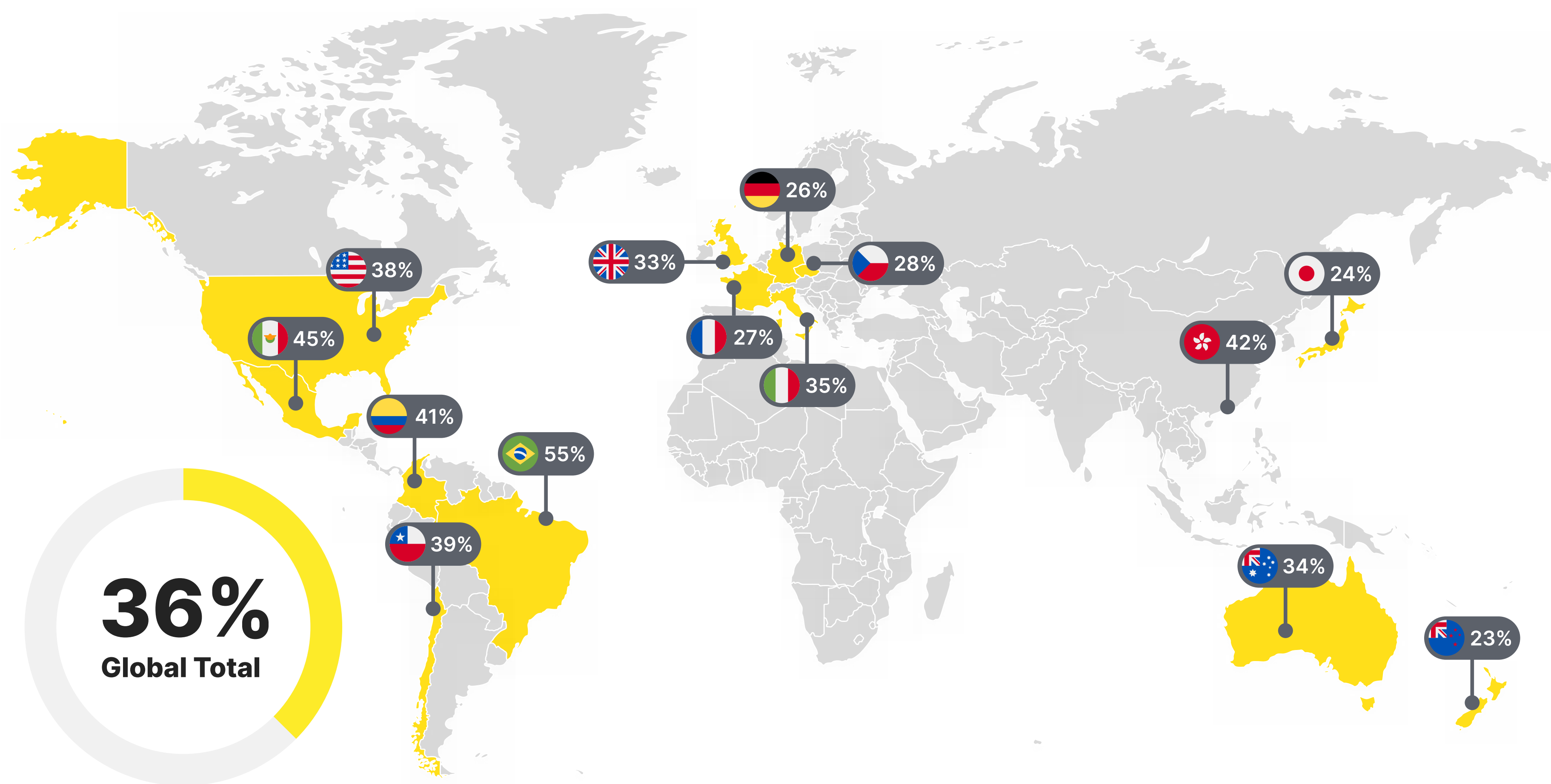
Generations' plans to use ChatGPT to holiday shop



While more people are turning to AI for shopping advice, they're still skeptical about the results they receive. Only **13% of people trust AI to help them find the best price** for them online.



## Do you plan to use ChatGPT to help you with gift ideas this holiday season?





### 3. People Purchase from Social Media

**44%**

say they have purchased a holiday gift from a social media advertisement – highlighting how our digital and financial lives are interconnected.

### 5. Online Shopping Scams are the Most Popular Threat

**41%**

of scam victims have fallen victim to online shopping scams.

### 4. Social Media Remains Ripe for Scams

**40%**

of people who have fallen victim to a scam during a past holiday season were scammed on social media.

### Key takeaways

Cybercriminals know that shoppers are spending a lot of time online looking for the best gifts to purchase. They lure people with high-demand items, low prices, and fake reviews. Shoppers need to be more alert than ever before when making purchases across all platforms, especially social media.

## Most Common Scams





## 6. High Demand Gifts Alter Behavior

# 43%

of people would change their shopping habits to try to get a high demand gift during the holidays.



 **19%**

say they'd **click on a social media ad or email link** claiming to have the gift

 **15%**

say they'd **spend \$50** more than the market value

 **13%**

say they'd **purchase from an unknown website or seller**

 **12%**

say they'd **buy from a stranger on social media**





### 7. Shopping Holidays Dominate Plans

# 50%

exactly half (50%) of consumers plan to do most of their holiday shopping on Black Friday and Cyber Monday. Inflation and cost-consciousness continue to drive shoppers to seek the deepest discounts, making these days even more central to holiday shopping plans.



# 22%

of people have **posted a picture of an expensive gift** they received



# 20%

have **tagged their current location** on social media

### 8. Oversharing Becomes a Trend During Holidays

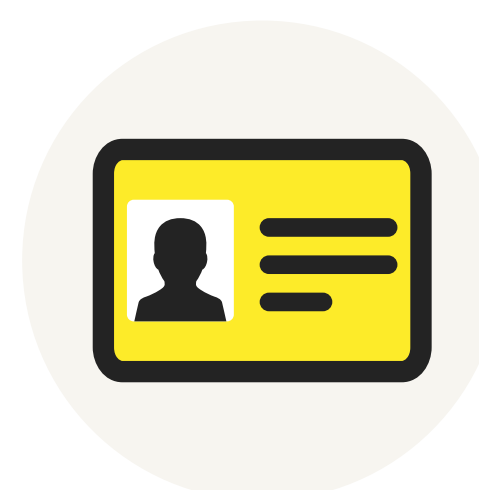
# 43%

have potentially “overshared” on social media during the holiday season, getting swept up in the exciting season. Not surprising, more online generations like Gen Z are more likely to overshare (65%) compared to their elders. Scammers can then use that information to make their schemes more convincing, commit fraud or other crimes.



# 18%

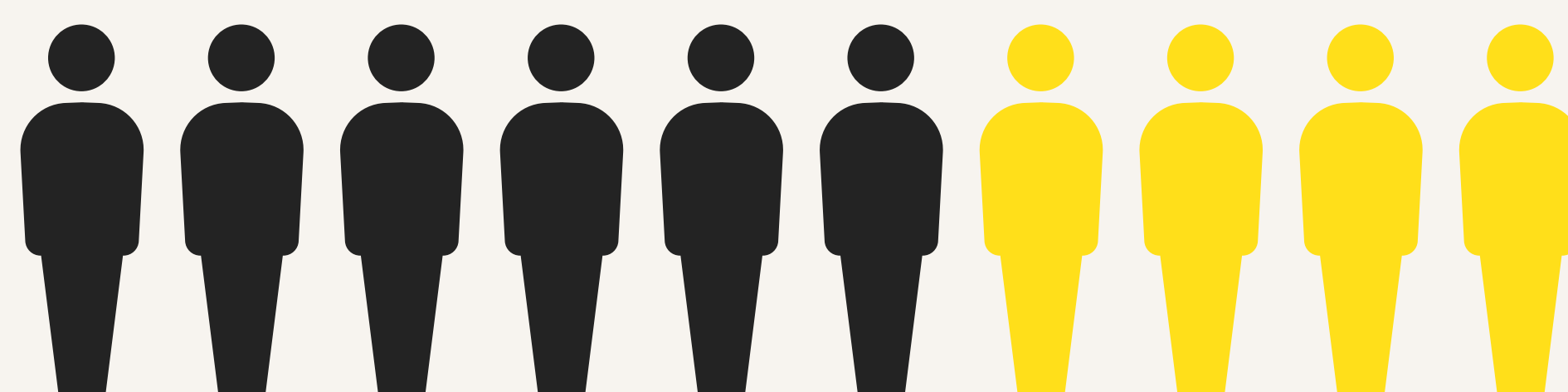
have **revealed their travel plans** on social media



# 13%

have even **posted a picture of a travel ticket** without removing or blurring their personal information

### 61% of people are concerned about being scammed while shopping on Black Friday and Cyber Monday





### 9. Concern for Older Adults

**67%**

of people are concerned about their older loved ones falling for a suspicious email or text scam offering a sale or deal.

### 10. Preventing Scams from Ruining Your Holidays

**67%**

of people say they wish they know how to better protect themselves from falling victim to holiday scams.



A mix of cyber hygiene and security tools can help thwart scams this holiday season. Shoppers are encouraged to be vigilant for too good to be true deals, spoofed retailer websites, and suspicious links. Combining these practices with VPNs, password managers, and identity theft protection can give you peace of mind while you shop throughout the holidays.

