

# U.S. Consumers Grow More Confident, Walmart+ Gains Traction, According to Prosper July 2025 Data

*The July 2025 wave shows growing resilience, with consumer mood and confidence indicators up and spending intent increasing in several categories*

WORTHINGTON, OH, UNITED STATES, July 15, 2025 /EINPresswire.com/ -- Consumers are regaining footing as economic fears recede and inflation fatigue sets in, according to the latest [Prosper Insights & Analytics](#) Consumer Intentions & Actions survey. The July 2025 wave shows growing resilience, with consumer mood and confidence indicators up and spending intent increasing in several categories.

Retail shopping behavior is shifting as well. Walmart+ membership continues their all-time high for the second month at over 22%, up nearly 4 percentage points from just six months ago.

## Key July Findings:

- 41.4% of adults feel confident or very confident in the economy — the highest level since January.

“

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*Phil Rist, EVP-Strategic Initiatives at Prosper Insights & Analytics*

- The Consumer Mood Index rose to 102.9, recovering from spring volatility.
- Inflation remains a concern for 56.0%, but that’s down 5.7 points YoY.

“We’re watching the rise of a more calibrated consumer — one that’s not ignoring economic headwinds, but is learning to maneuver around them,” said [Phil Rist](#), EVP, Strategy at Prosper Insights & Analytics. “Loyalty platforms like Walmart+ are benefiting from this prioritization of value and convenience.”



Prosper Insights & Analytics

Other signs of continued engagement ...Major purchases planned over the next 6 months are up Year over Year for:

- Homes
- Home Improvement
- Appliances
- Electronics
- Travel

With over 23 years of continuous monthly consumer intent data, Prosper's zero-party survey platform provides a unique lens into how American households are adapting to macroeconomic signals. [Click here](#) for more information or to request the special report.

#### About Prosper Insights & Analytics:

Prosper has been at the forefront of market intelligence for over two decades, providing zero-party consumer data to Fortune 500 companies, financial institutions, and academic researchers. Each month, Prosper surveys more than 8,000 U.S. adults to deliver forward-looking insights into consumer behavior, sentiment, and technology adoption.

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