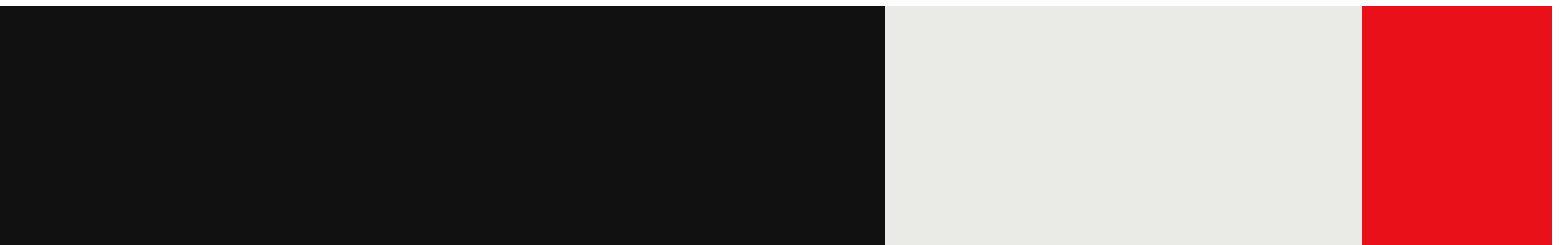


5 key stats: Widespread cyberattacks, inflation agreement, and an in-app revenue record

Article



A lot happens in a week, so every Friday we're going to analyze all the new data and provide you with some of the key takeaways. Welcome to the Friday 5.

This week, drinking is down, cyberattacks are way up, and the possibility of tariffs isn't prompting a majority of consumers to act.

Key stat: Two-thirds of Americans at least somewhat agree that tariffs, often threatened by President Trump, will raise prices on goods they buy. However, over half (56%) said they don't plan to purchase any goods in advance of potential tariffs.

- 39% of US [holiday](#) shoppers said they increased year-end purchases last year due to fear of tariffs raising prices, per a December report from [CreditCards.com](#).
- Almost one-third (31%) of US consumers would prioritize spending on essential items only this year if a trade war or tariffs increased the price of products they regularly purchase, according to a January survey from First Insight.

Key stat: A third of Americans said that their alcohol consumption has decreased in the past 12 months, according to a new report from YouGov.

- Nonalcoholic beer, wine, and spirits [retail](#) sales in the US grew 31.3% YoY in 2024, per a November report from Circana.
- 83% of Gen Z adults typically buy alcohol in-store at a supermarket or liquor store, according to an October 2024 survey from Attest.

Key stat: Global [mobile](#) in-app purchase revenue across iOS and [Google Play](#), including subscriptions, paid apps, and games, hit a new record at \$150 billion in 2024, according to Sensor Tower's "State of Mobile 2025 Report."

- The average time spent per day with mobile device apps in the US will be 3 hours and 46 minutes (3:46) in 2025, according to our January forecast.
- The average time spent per day with mobile [gaming](#) apps in the US will be 26 minutes (0:26) in 2025, per our forecast.

Key stat: In 2025, 24% of workers age 50-plus plan to make a job change, according to a survey from AARP, an increase of 14% over last year. 16% plan to start their own business.

- 70% of US employees age 55-64 and 65% of US employees age 65-74 said they are interested in developing [AI](#) skills to advance their career, per a December 2023 report from [Amazon](#) Web Services and Access Partnership.

- Among US small- and medium-sized businesses (SMBs), 70% say that inflation is their largest national economic concern, according to an October 2024 Bank of America report.

Key stat: In 2024, the average number of weekly cyberattacks against organizations rose 44% YoY, according to Check Point's "State of Cyber Security 2025" report.

- Over half (54%) of cybersecurity professionals worldwide say that business [email](#) compromise is the most common entry point for cyberattacks over the past 12 months, according to September 2024 data from Hiscox.
- Almost half (47%) of cyber professionals worldwide said that cyberattacks led to greater difficulty in attracting new customers over the past 12 months, according to an October 2024 report from Hiscox.

This was originally featured in the [EMARKETER Daily](#) newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).