



DATA SNAPSHOT

Consumer Preferences for Privacy and Personalization, 2025

Global Research Report

James Scutt, XMP
Principal XM Catalyst

Talia Quaadgras
Research Program Manager

March 2025

Executive Summary

KEY FINDINGS IN THIS REPORT

As part of Qualtrics XM Institute's 2024 Global Consumer Study, more than 23,000 consumers around the world shared their preferences for personalization and concerns with the privacy of their personal information. From their responses, we found that:

- + **Consumers want personalization...** Globally, 64% of consumers prefer to buy from companies that tailor [their] experience to [their] wants and needs. This preference is strongest in India, where 82% of consumers agree with this statement, and weakest in Japan, where just 37% agree.
- + **...Yet are highly concerned about data privacy.** Fifty-three percent of consumers are extremely or very concerned about the privacy of their personal information. On average, only 33% trust companies to use their personal information responsibly. EMEA countries are least likely to be concerned about their privacy (42%), yet are also least likely to trust companies to use personal information responsibly (28%).
- + **Purchase history and site visits are top candidates for personalization.** Consumers are most comfortable with a company using their purchase history (45%) and website visits (42%) to personalize their experience. They are least comfortable with companies using their financial information (12%) and social media posts (17%).
- + **Trust in data practices corresponds to comfort with data usage.** When consumers trust companies to use their personal information responsibly they are, on average, 8 percentage points more likely to be comfortable with companies using each personal data type to personalize their experience.
- + **Comfort with data usage for personalization varies by country.** French consumers show the lowest comfort level with companies using their information for personalization, averaging 18% across personal data types. Indian consumers profess the most comfort with companies using their data for personalization (43%).

STUDY KEY FACTS

- Global consumer study
- Online panel study
- Conducted in Q3 of 2024
- 23 countries
- 23,730 consumers

Consumer Preferences for Privacy and Personalization, 2025

STUDY OVERVIEW

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2023. Using an online survey, XM Institute collected data from 23,730 consumers across 23 countries/regions: Australia, Brazil, Canada, China, Denmark, France, Germany, Hong Kong (China), India, Ireland, Italy, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Sweden, the United Arab Emirates, the United Kingdom, and the United States.

XM Institute surveyed approximately 1,200 consumers from each of the countries except those listed below. To ensure that the data was reflective of the population within those countries, we set quotas for responses to match the gender, age, and income demographics of each country.

The following countries' approximate sample sizes are as follows:

Hong Kong (China): 400. New Zealand: 600. the Philippines: 660. Ireland: 700. Denmark, Singapore, and the UAE: 800.

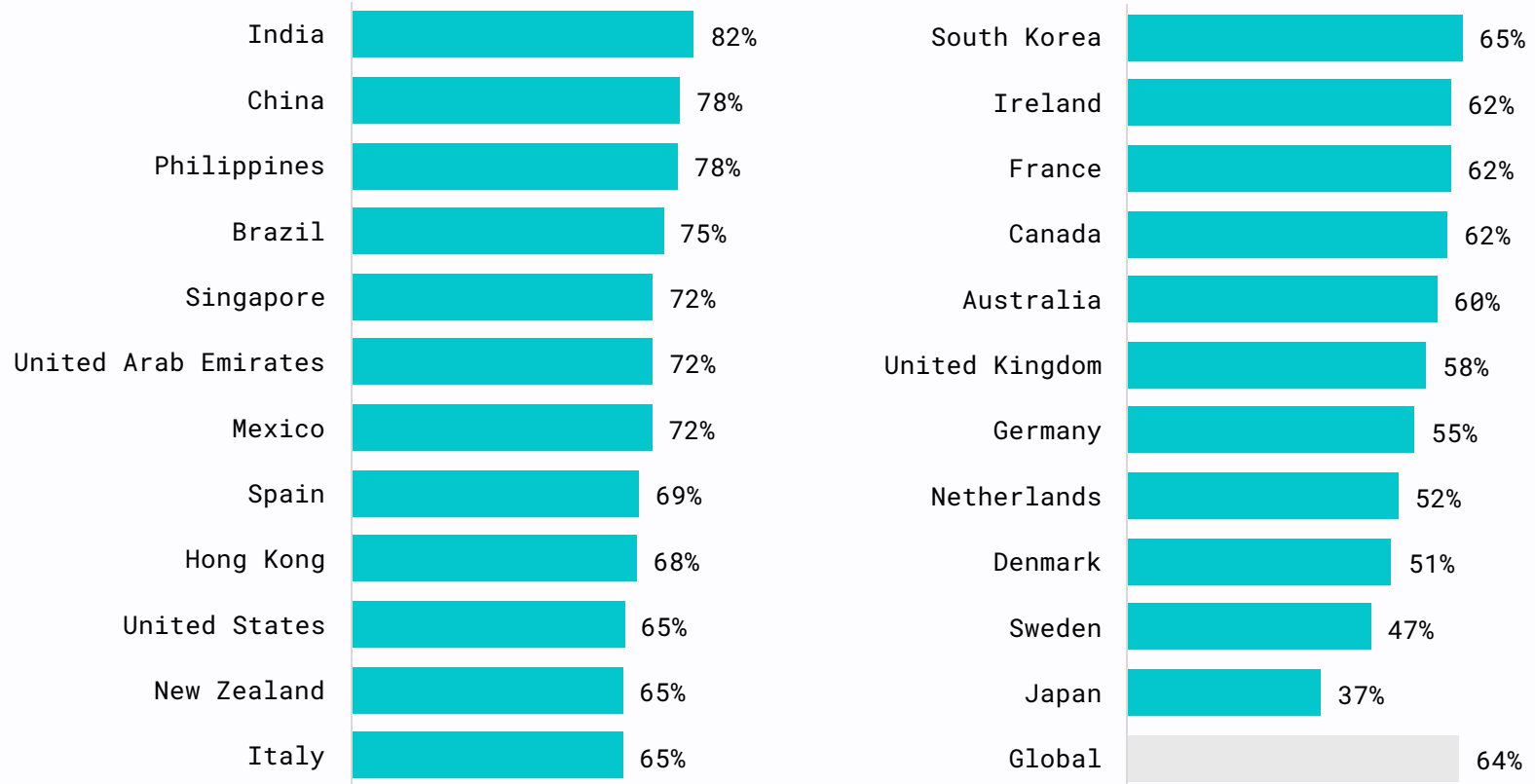
FIGURES IN THE REPORT

1. Consumer Preference for Personalization
2. Consumer Concern Over Personal Information
3. Trust in Companies Using Personal Information
4. Using Personal Information: Global
5. Using Personal Information: by Trust
6. Using Personal Information: Purchase History
7. Using Personal Information: Site Visits
8. Using Personal Information: Chat Bots
9. Using Personal Information: Agent Interactions
10. Using Personal Information: Identification
11. Using Personal Information: Location
12. Using Personal Information: Social Media
13. Using Personal Information: Financials

Methodology

Consumer Preference for Personalization

I prefer to buy from companies that tailor my experience to my wants and needs
(agree or strongly agree)



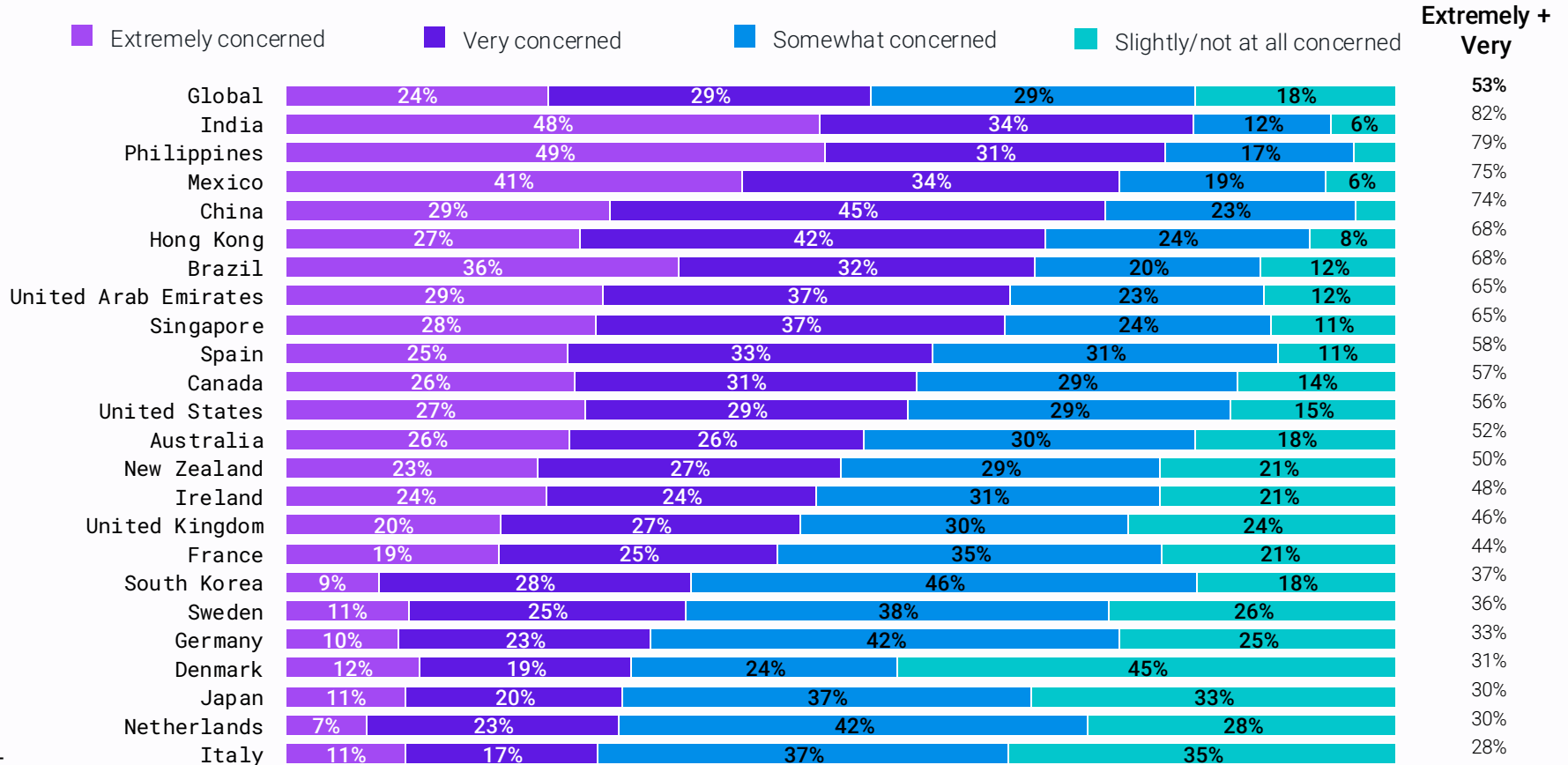
ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Consumer Concern Over Personal Information

How concerned are you about the privacy of your personal information?



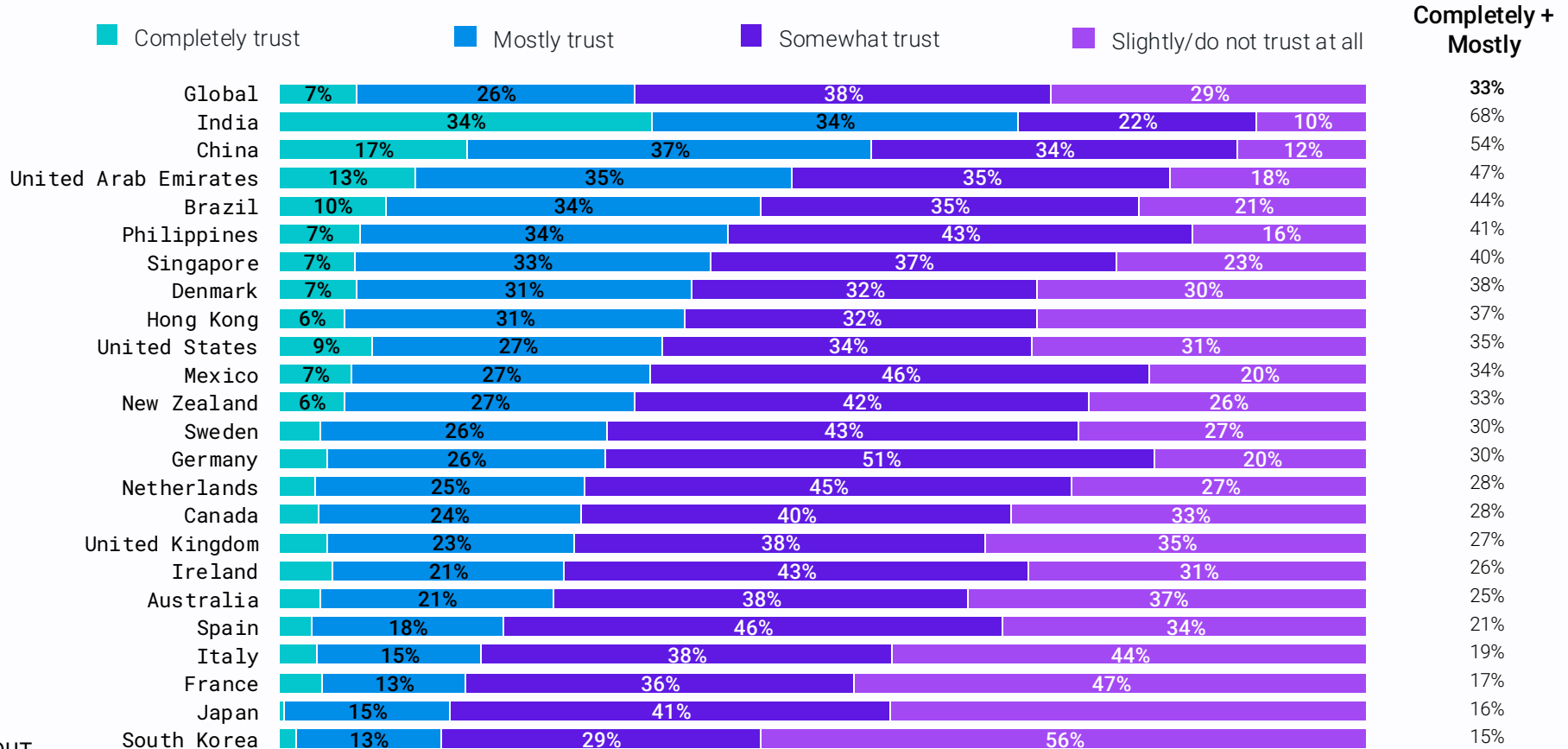
ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Trust in Companies Using Personal Information

Thinking about the companies you've recently given personal information, to what degree do you trust them to use it responsibly?



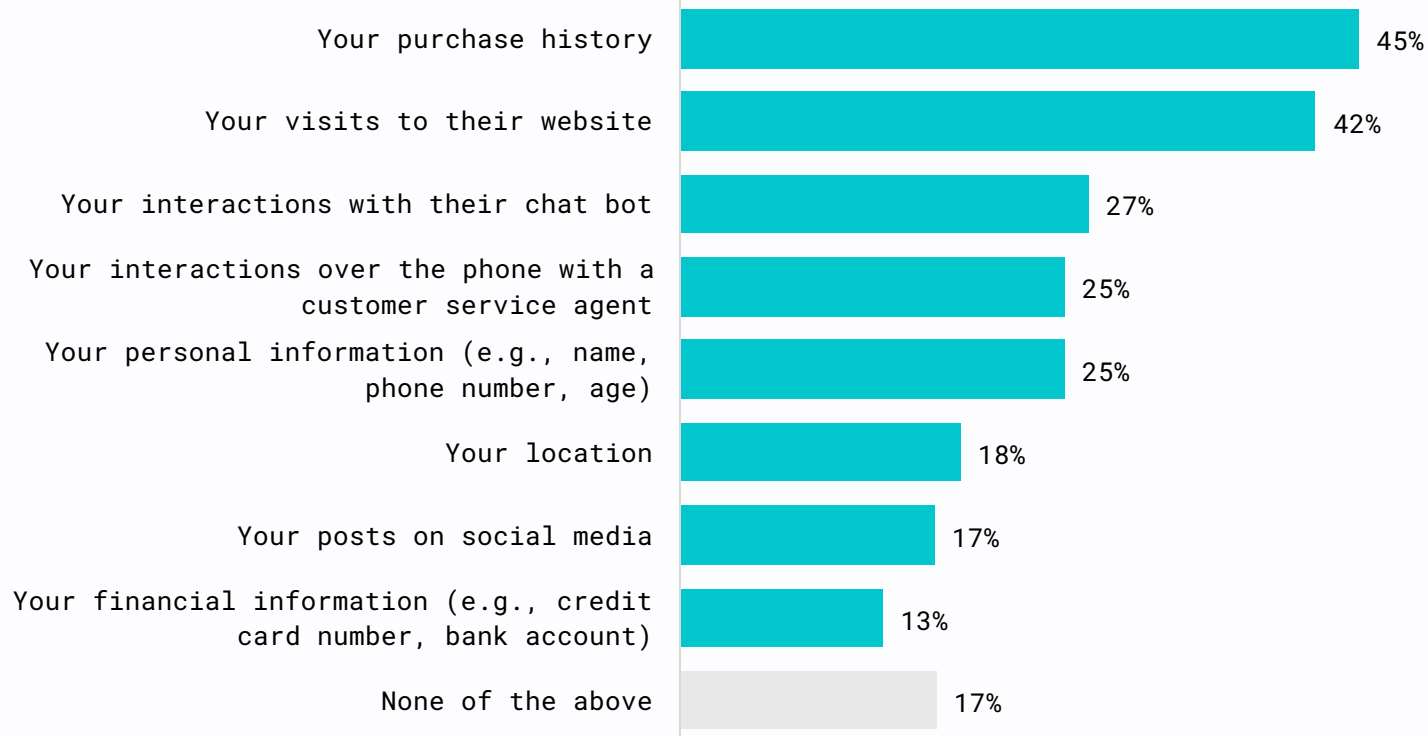
ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Using Personal Information: Global

Which of the following personal information are you comfortable with a company using to personalize your experience?
(Select all that apply)



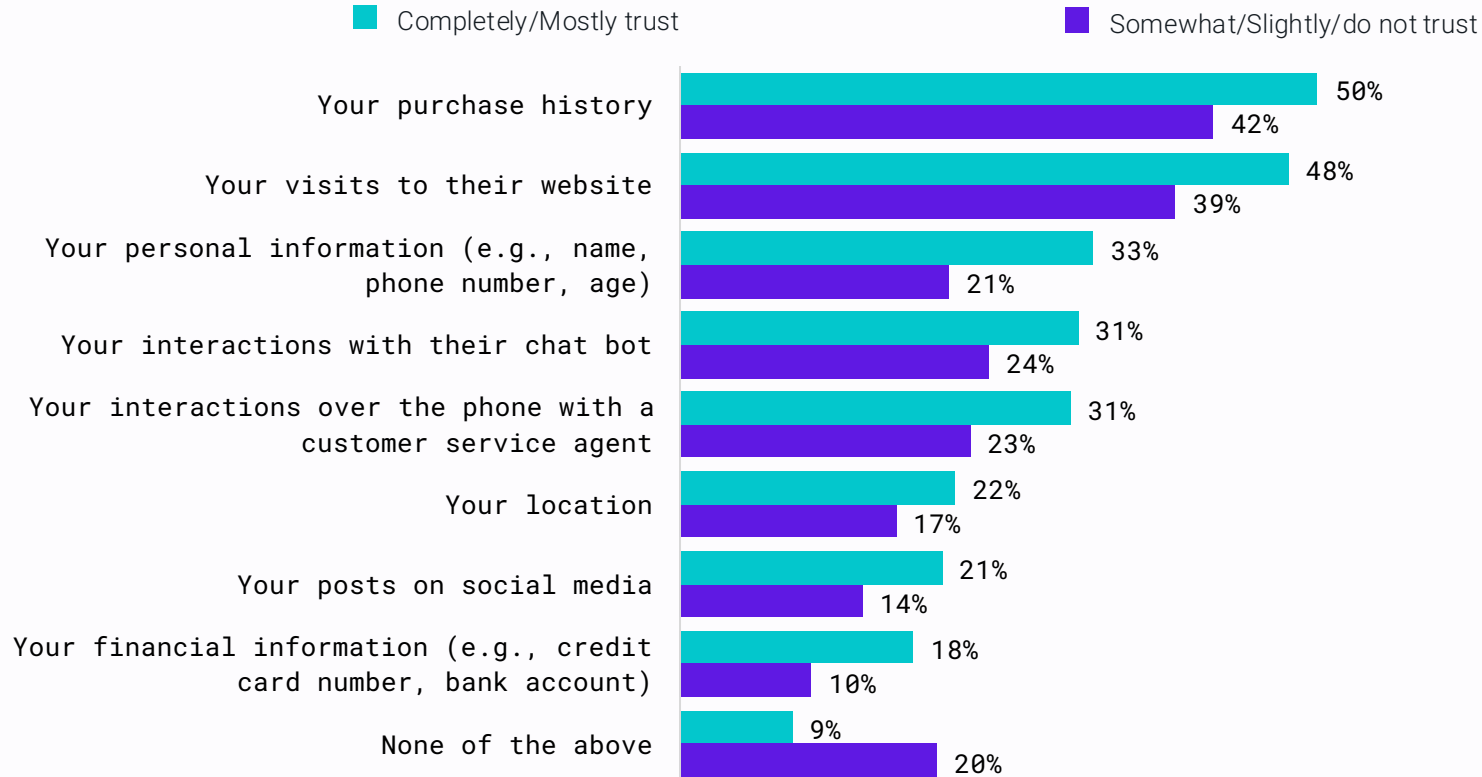
ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Using Personal Information: by Trust

Which of the following personal information are you comfortable with a company using to personalize your experience?
(By trust in companies to use personal information responsibly)



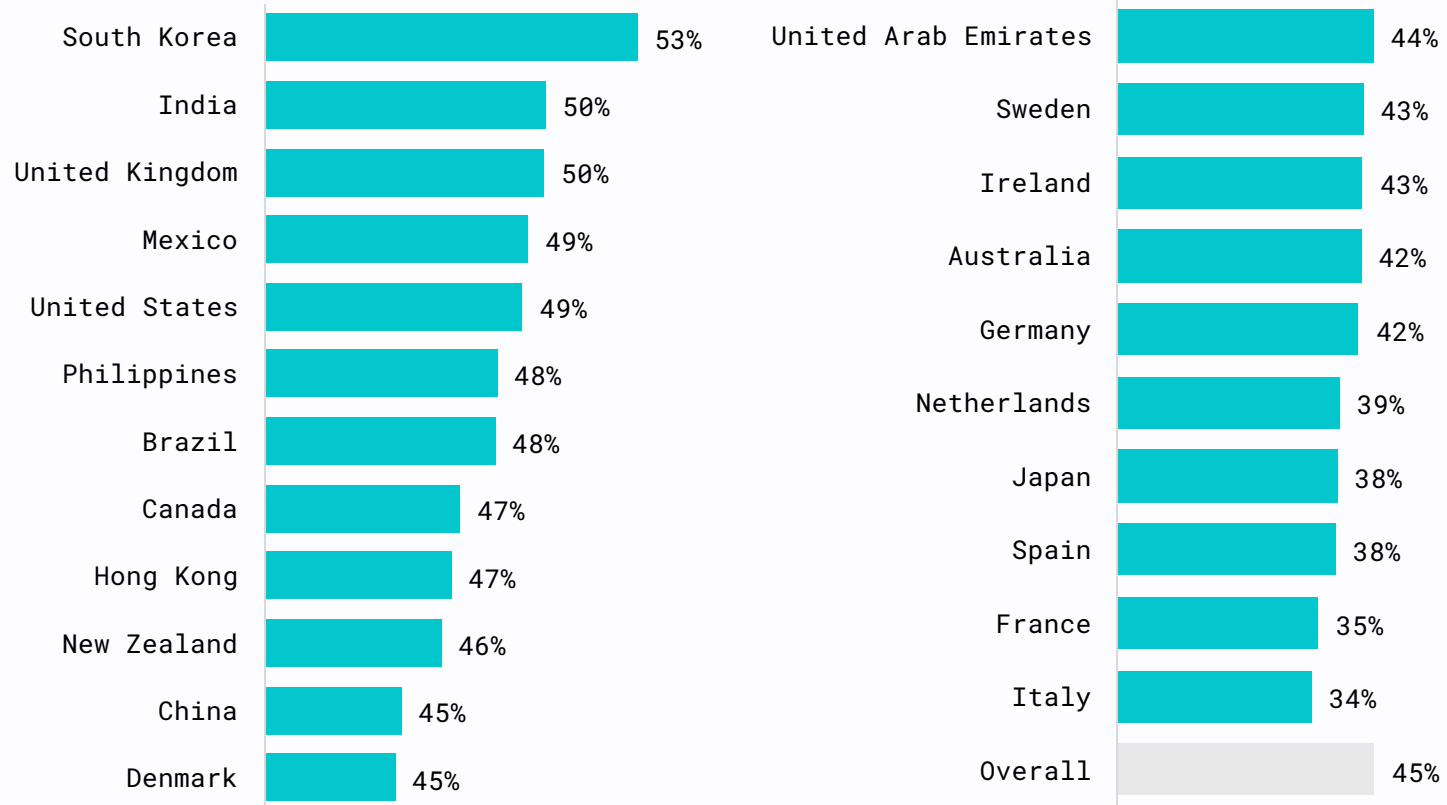
ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Using Personal Information: Purchase History

Which of the following personal information are you comfortable with a company using to personalize your experience?
(Your purchase history)



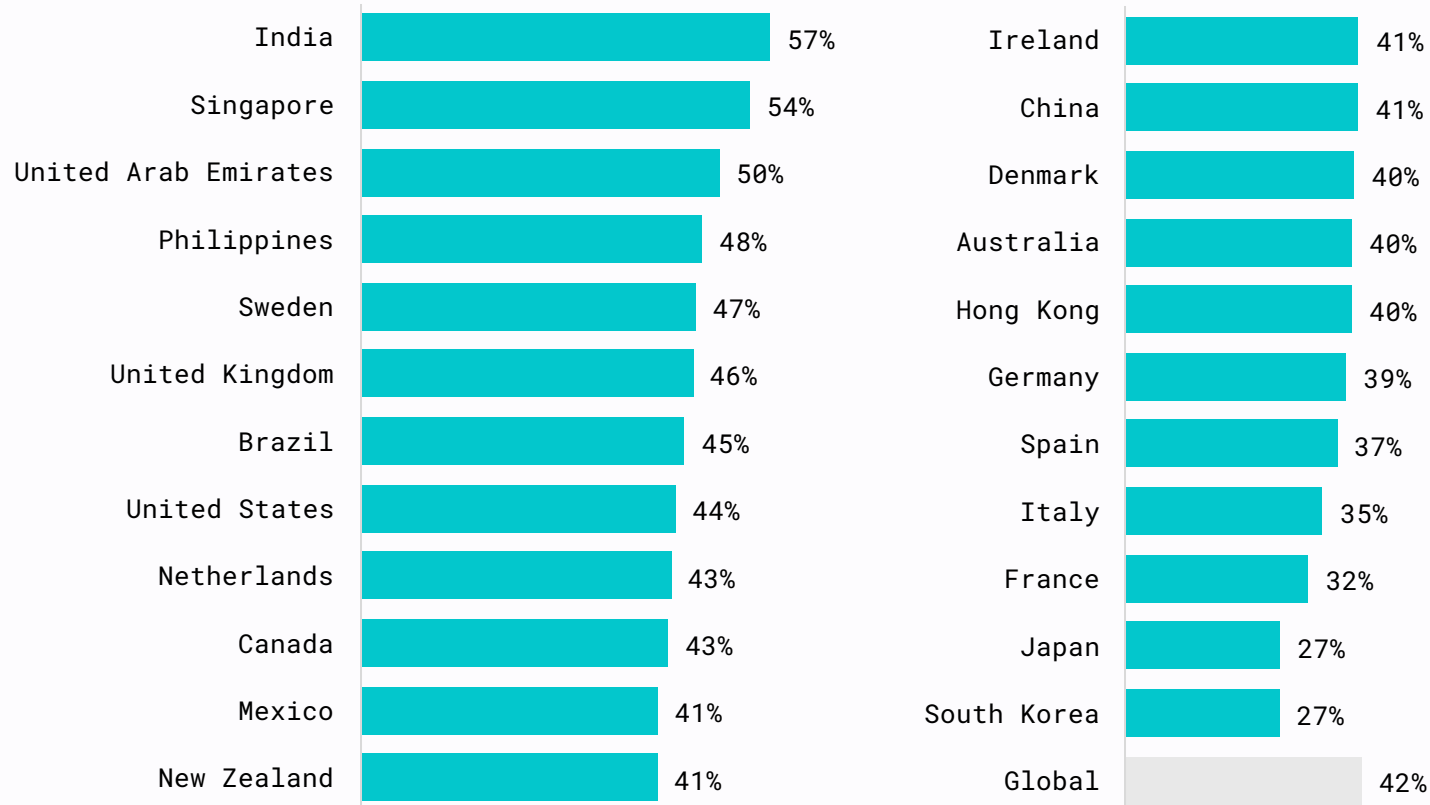
ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Using Personal Information: Site Visits

Which of the following personal information are you comfortable with a company using to personalize your experience?
(Your visits to their website)



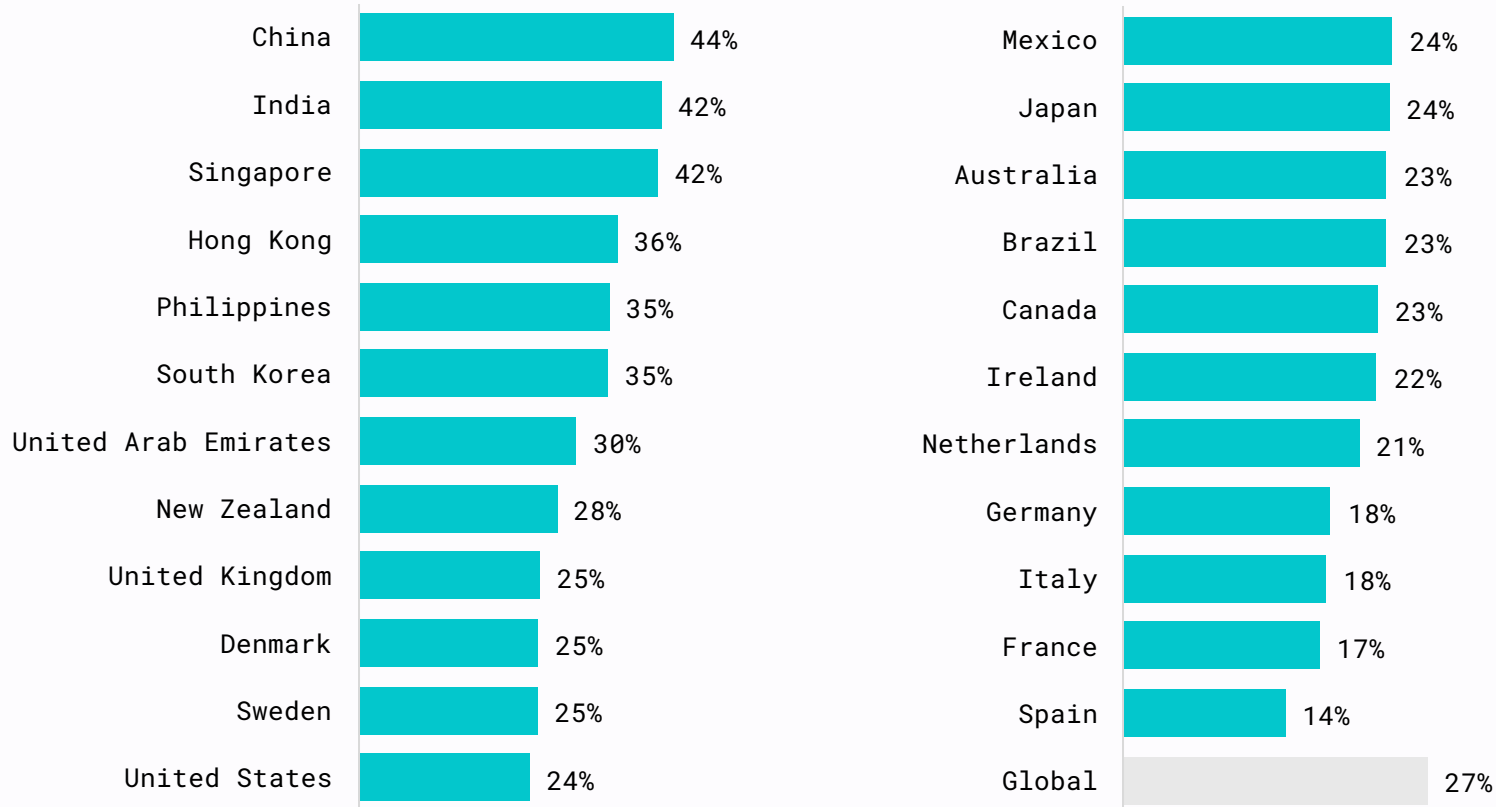
ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Using Personal Information: Chat Bots

Which of the following personal information are you comfortable with a company using to personalize your experience?
(Your interactions with their chat bots)



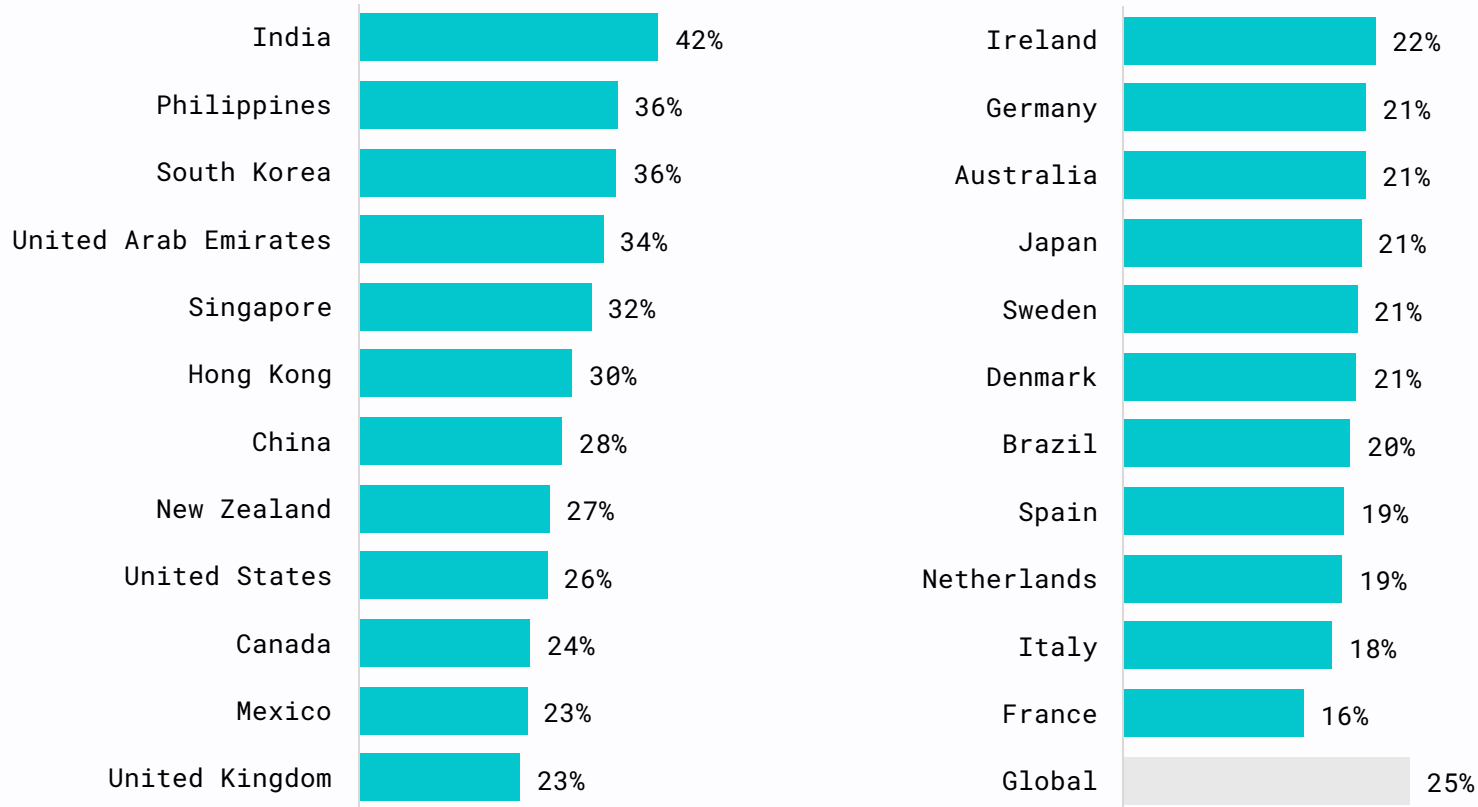
ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Using Personal Information: Agent Interactions

Which of the following personal information are you comfortable with a company using to personalize your experience?
(Your interactions over the phone with a customer service agent)



ABOUT

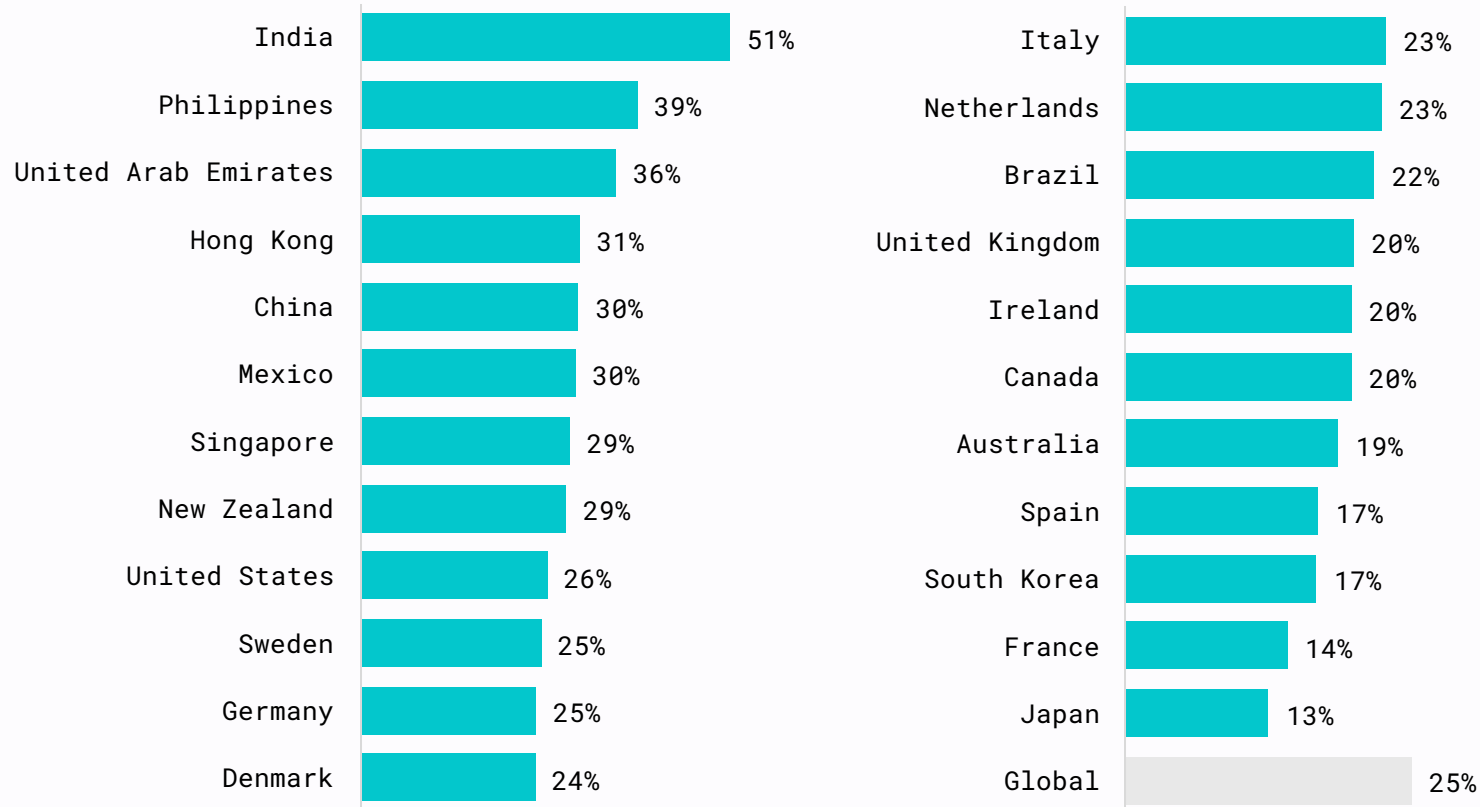
Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Using Personal Information: Identification

Which of the following personal information are you comfortable with a company using to personalize your experience?

(Your personal information, e.g., name, phone number, age)



ABOUT

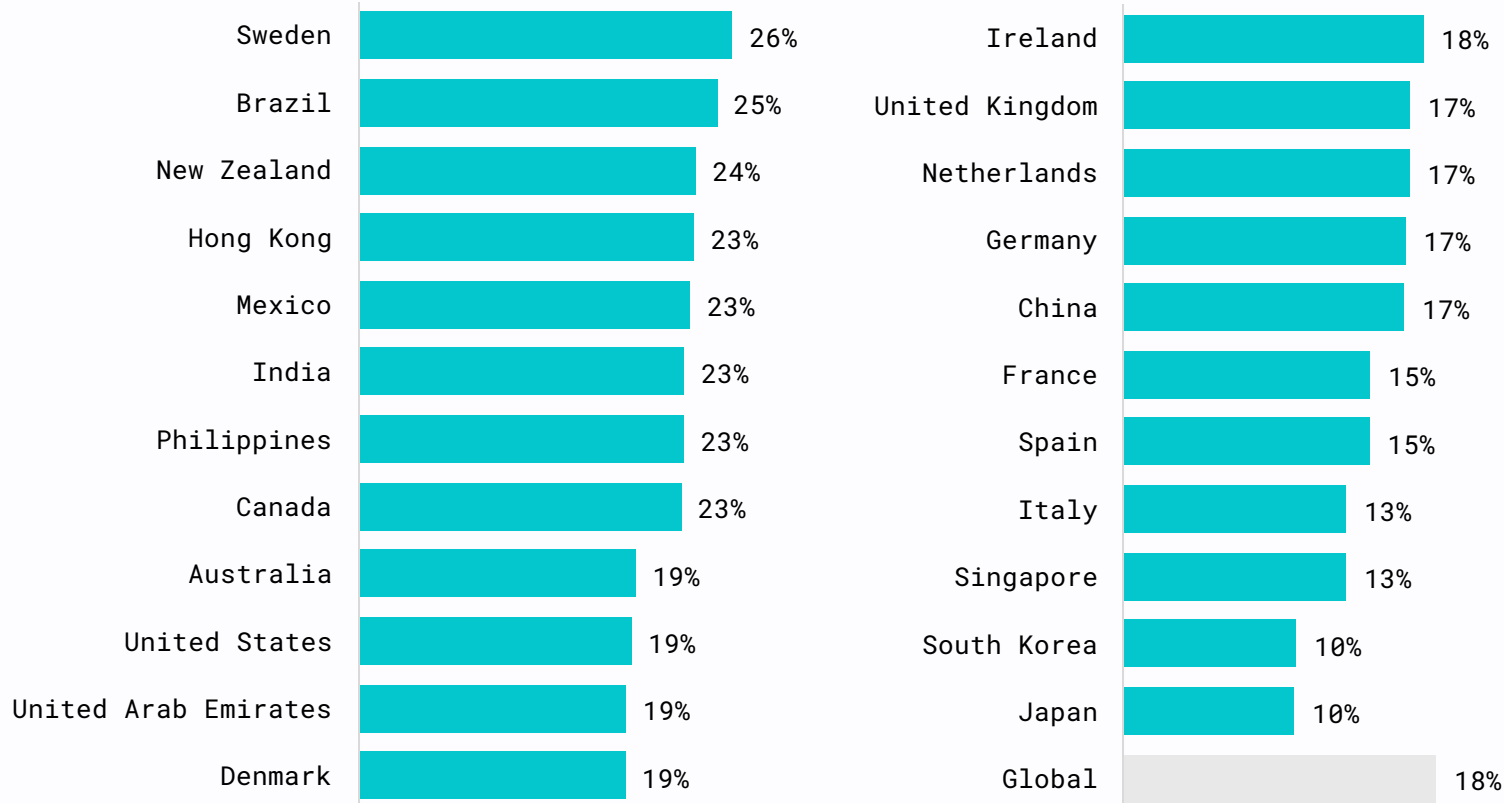
Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Using Personal Information: Location

Which of the following personal information are you comfortable with a company using to personalize your experience?

(Your location)



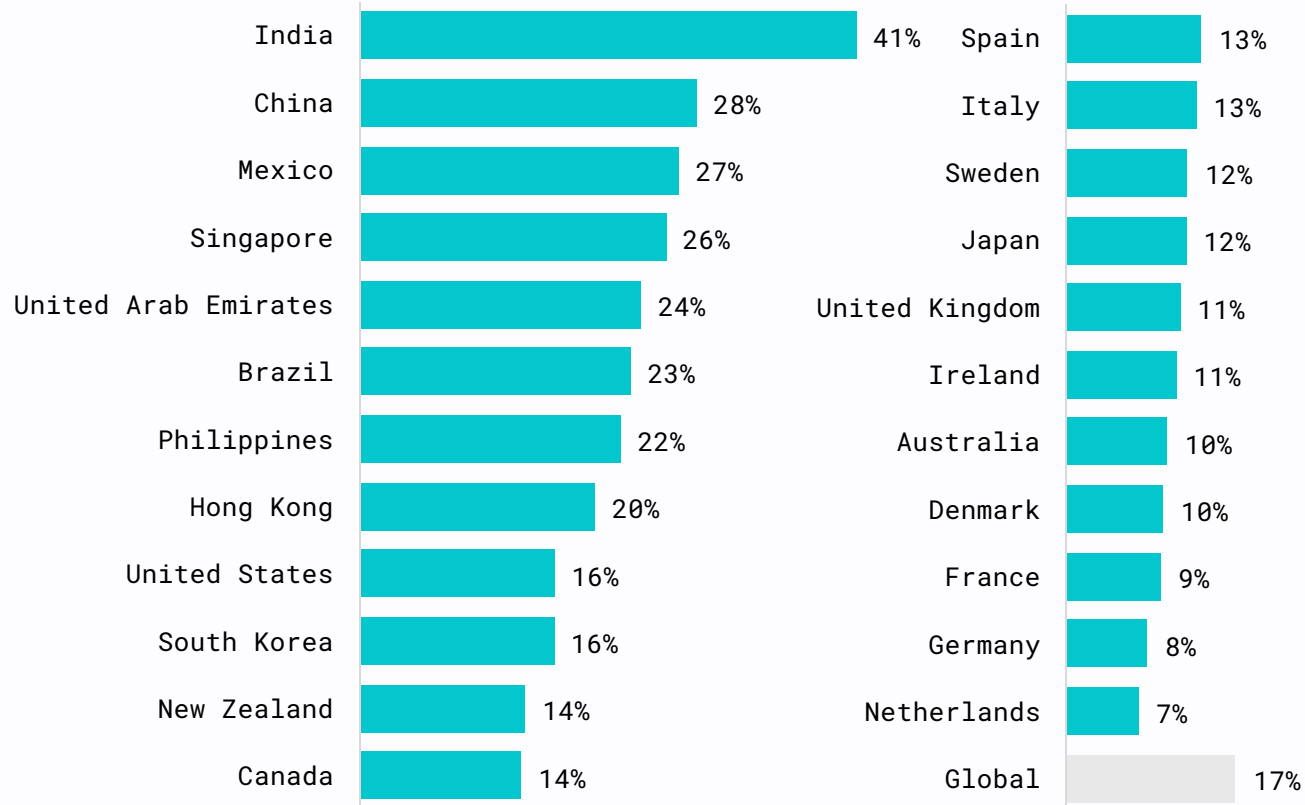
ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Using Personal Information: Social Media

Which of the following personal information are you comfortable with a company using to personalize your experience?
(Your posts on social media)



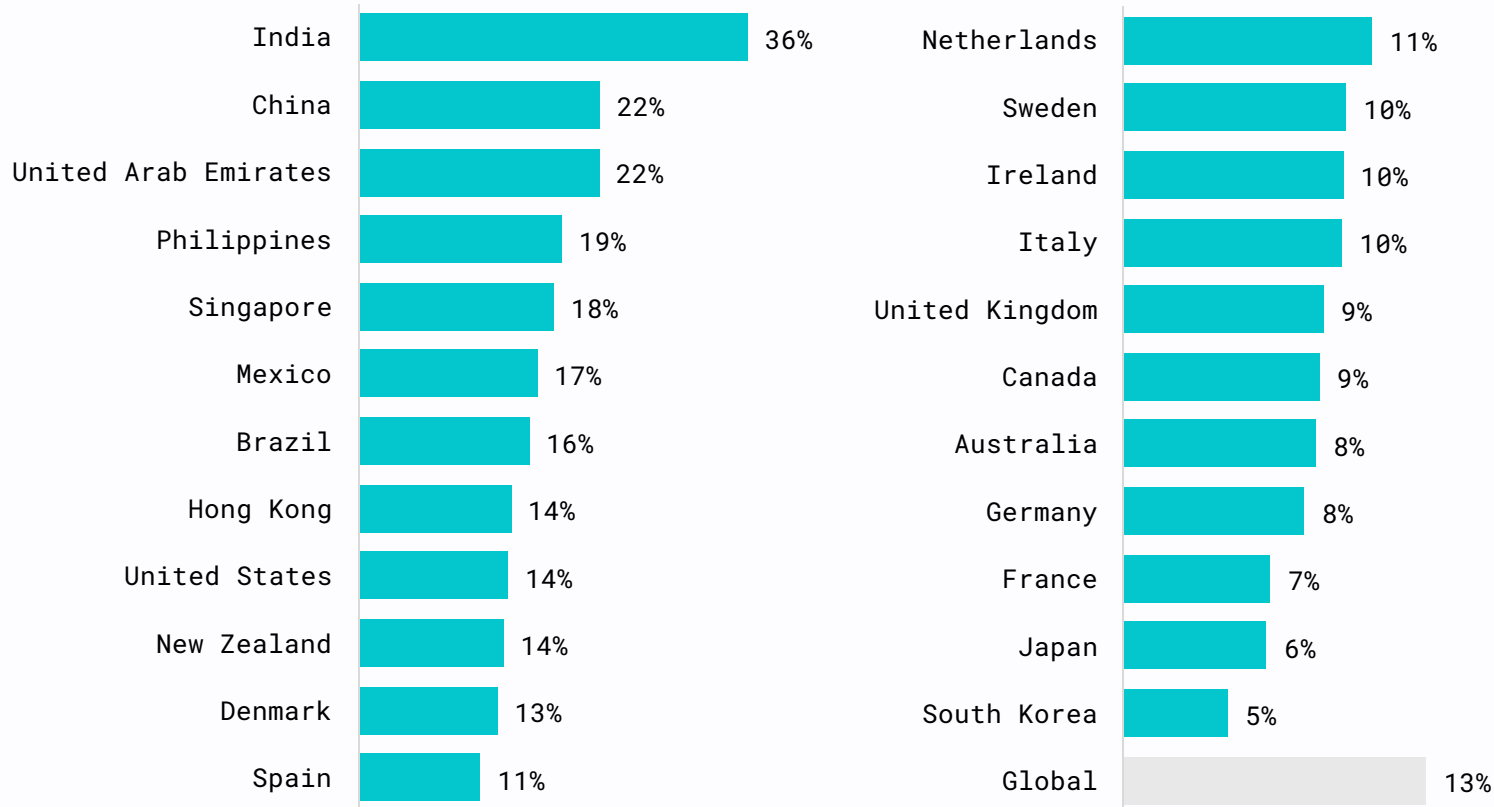
ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Using Personal Information: Financials

Which of the following personal information are you comfortable with a company using to personalize your experience?
(Your financial information (e.g., credit card company, bank account))



ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

DATA CALCULATION

All Global numbers are an average across all countries.

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2023. Using an online survey, XM Institute collected data from 23,730 consumers across 23 countries/regions: Australia, Brazil, Canada, China, Denmark, France, Germany, Hong Kong (China), India, Ireland, Italy, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Sweden, the United Arab Emirates, the United Kingdom, and the United States.

XM Institute surveyed approximately 1,200 consumers from each of the countries except those listed below. To ensure that the data was reflective of the population within those countries, we set quotas for responses to match the gender, age, and income demographics of each country.

The following countries' approximate sample sizes are as follows:

Hong Kong (China): 400. New Zealand: 600. the Philippines: 660. Ireland: 700. Denmark, Singapore, and the UAE: 800.

AUTHORS

James Scutt, XMP –Principal XM Catalyst
Talia Quaadgras – Research Program Manager

PUBLICATION DATE

March 2025