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Consumer Trends: News & Resources Worth Knowing

Smart ways to manage holiday expenses, protect your money, and prepare your household for winter.

1 HOLIDAY SPENDING: MAKE A PLAN FIRST

[PwC: Read report](#)

A 2026 holiday survey from PwC found that 8 in 10 consumers plan to use a budgeting strategy. Decide on a total spending limit, then include gifts, food, travel, shipping and decorations. Keep track of purchases as you go.

2 BLACK FRIDAY: COMPARE THE FINAL PRICE

[FTC: Shopping tips](#)

Before buying, compare the same item at several retailers. Check shipping charges, return windows and the actual price after discounts. A limited-time offer is not a bargain if it pushes you beyond your budget.

3 THANKSGIVING MEALS: SAVE WITHOUT SACRIFICING

[ABC News: Thanksgiving Savings](#)

Plan your menu around the number of guests, check pantry supplies first, compare unit prices, and use store specials for ingredients you already intend to buy. Share dishes with guests and plan for leftovers.

4 HOLIDAY SCAMS: STOP BEFORE YOU CLICK

[AARP: Scam alerts](#)

Be skeptical of unexpected package-delivery texts, fake store advertisements, urgent payment requests and gift-card demands. Go directly to a retailer or shipping company using a known website or phone number; avoid links in unsolicited messages.

5 WINTER BILLS: CHECK THE HOUSEHOLD BUDGET

[DOE: Save energy](#)

Review heating costs and recurring subscriptions before holiday spending accelerates. Check weatherstripping and furnace filters, follow safe heating practices, and set aside what you can for surprise winter expenses.

For more information, tap the blue source link beside each topic.

Dan Mullin Insurance • 202-285-9911 • DanMullinInsurance.com

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