

What *Really* Happens to Spending as Summer Turns to Fall?



Everyone assumes the transition from summer to fall flips like a light switch: less grilling, more soup, and the annual return of cinnamon-scented everything. But the receipts show something messier, and the seasonal shift from summer to fall isn't a clean handoff.

Here's what's *really* happening between beach day and boot season.

#1. September is the *real* beauty new year.

Most people think January owns the beauty reset. But the urge to reinvent oneself has a surprisingly strong attachment to Labor Day.

HAIR TREATMENTS

+12%



EYE CREAMS

+10%

EYE MAKEUP

+9%

FACIAL CLEANERS

+7%

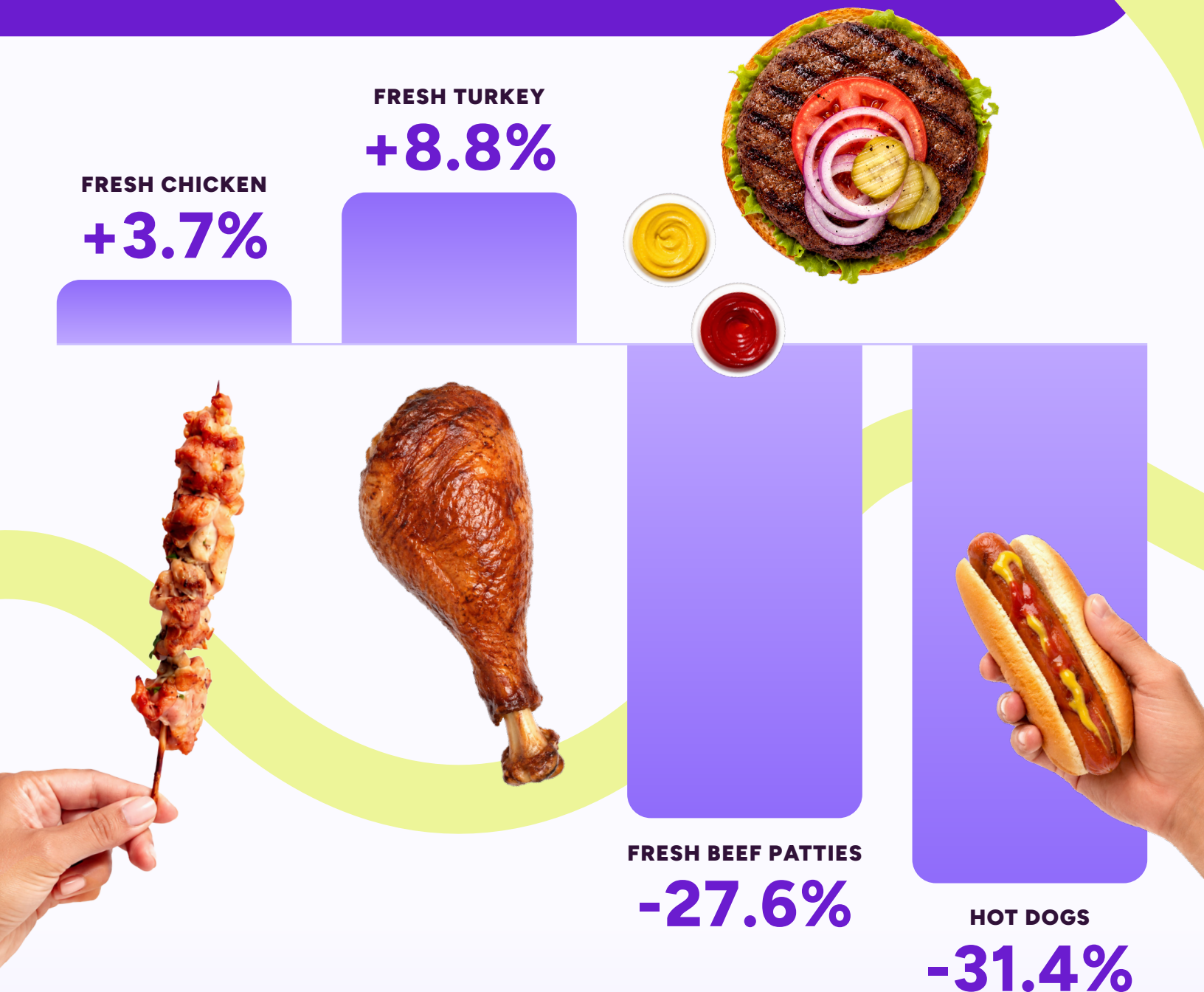
% change in units sold, New Year's period vs. early fall

Retinol creams don't wait for the Times Square ball to drop.

Beauty and wellness purchases **spike more in September** than in January. Forget the NYE countdown — the real glow-up starts when summer Fridays go away.

#2. The grill changes its menu after the Fourth of July

July 4th and Labor Day look like the same holiday on paper, but the meal spread suggests they're working from different grocery lists.



% change in units between July 4th weekend and Labor Day weekend

🔗 The cookout menu is growing up.

Labor Day grilling purchases **leave the hamburgers behind**. The grillmasters have graduated from incinerating hotdogs to checking the internal temperature of a turkey breast.

#3. Fall dinners come served in a microwaved tray

The autumnal return to routine is supposed to put home-cooked dinners back on the schedule. But once the weather chills, dinner comes with more “heat and serve” instructions than recipe cards.

Canned Soup
+55%



Frozen Single Serve Meals
+8%



Frozen Family Entrees
+5%



% change, units, August through October 2025

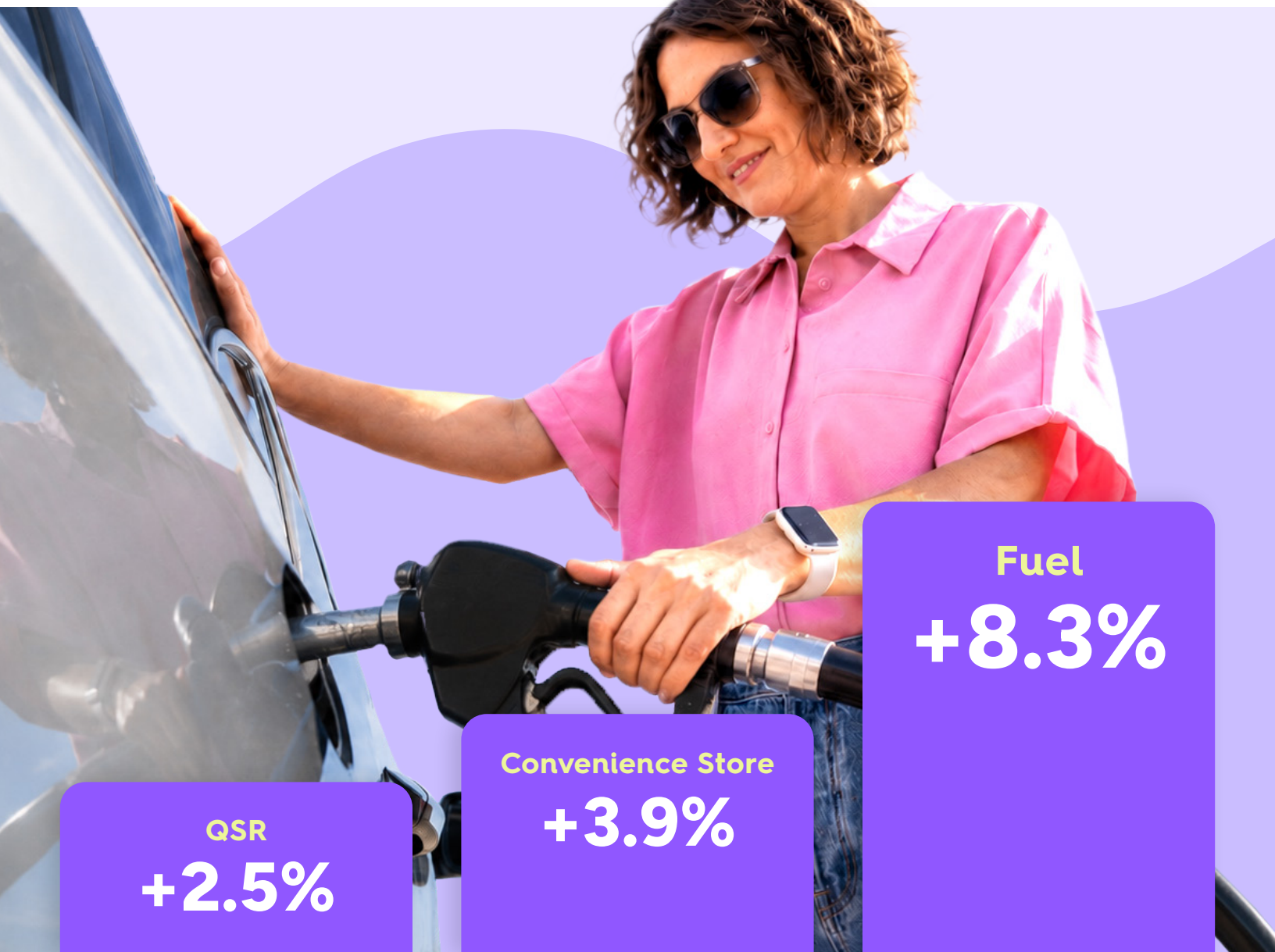
The can opener has been promoted to sous-chef.

As fall settles in, purchases shift toward **easy meal formats**, like frozen entrees and canned soup. Meal prep now means peeling back plastic film and choosing the best-fit Express Cook setting.

#4. The summer's biggest road trip happens at the very end.

July 4th is supposed to house the Great American Road Trip: gassed-up tanks, empty highway, and every type of snack imaginable. But the bigger drive arrives just as summer is clocking out.

Category % increase, between July 4 and Labor Day periods, 2025



Labor Day comes with a fuel stop and a greasy paper bag.

Compared to the Fourth of July, Labor Day weekend brings **higher road trip purchases** and more **co-purchasing** between fuel and QSR trips. Summer's last lap comes with a full tank and dinner balanced over the center console.



About Fetch Finds

Fetch Finds is a consumer insights series from Fetch. Our insights are powered by billions of verified receipts — real transactions, not projections or approximations. This report draws from a static panel of Fetch users, capturing verified purchase behavior across summer and autumn shopping categories from January through October 2025.