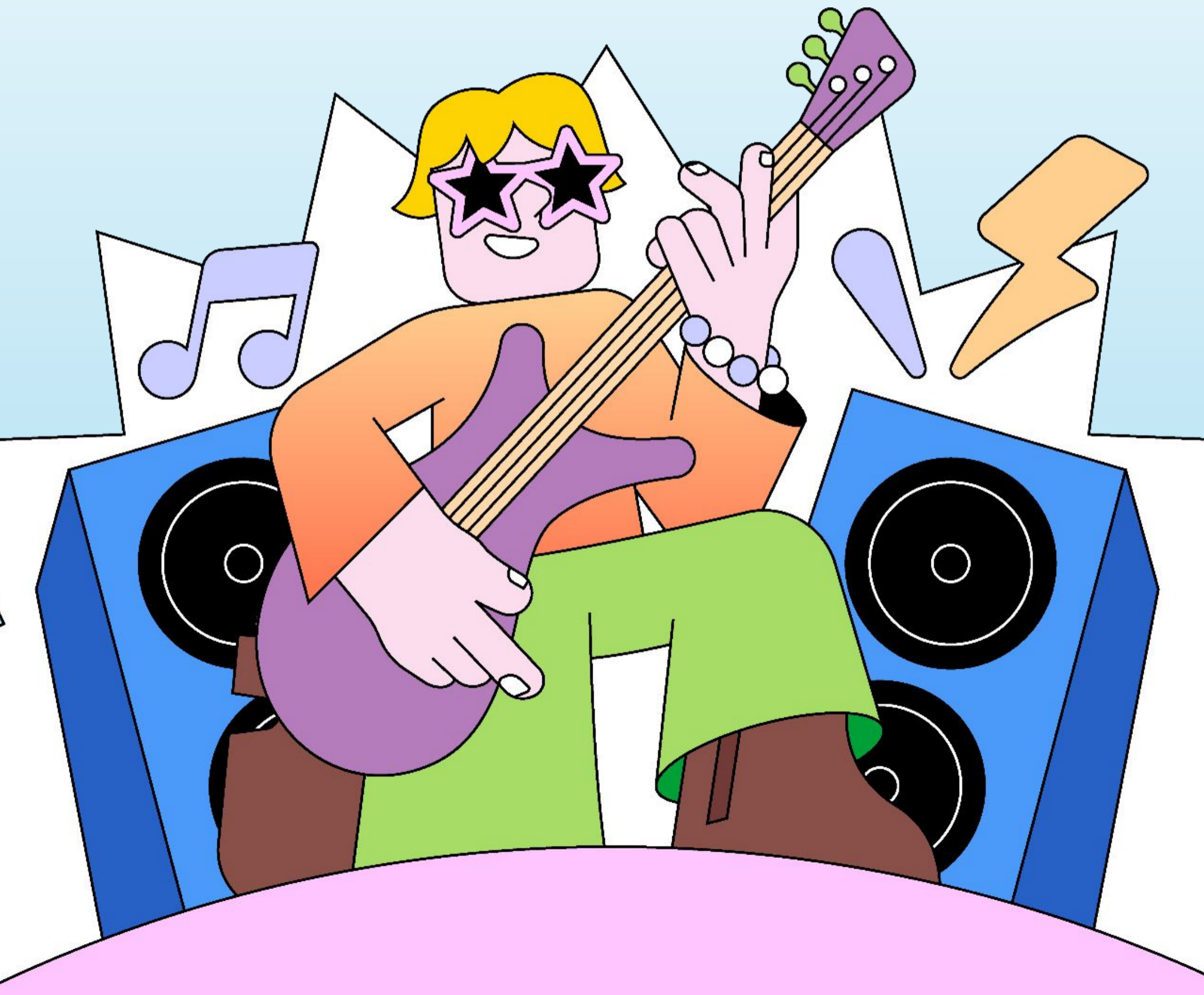
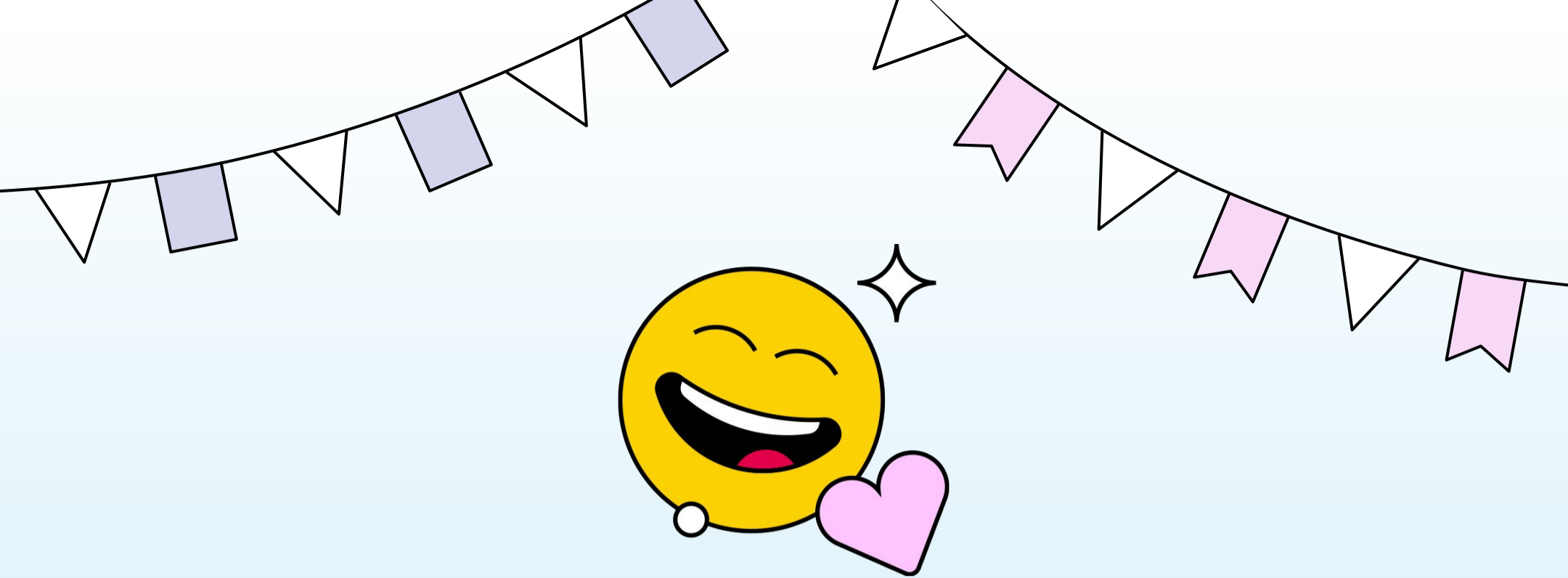


# FESTIVAL SEASON 2025 INSIGHTS



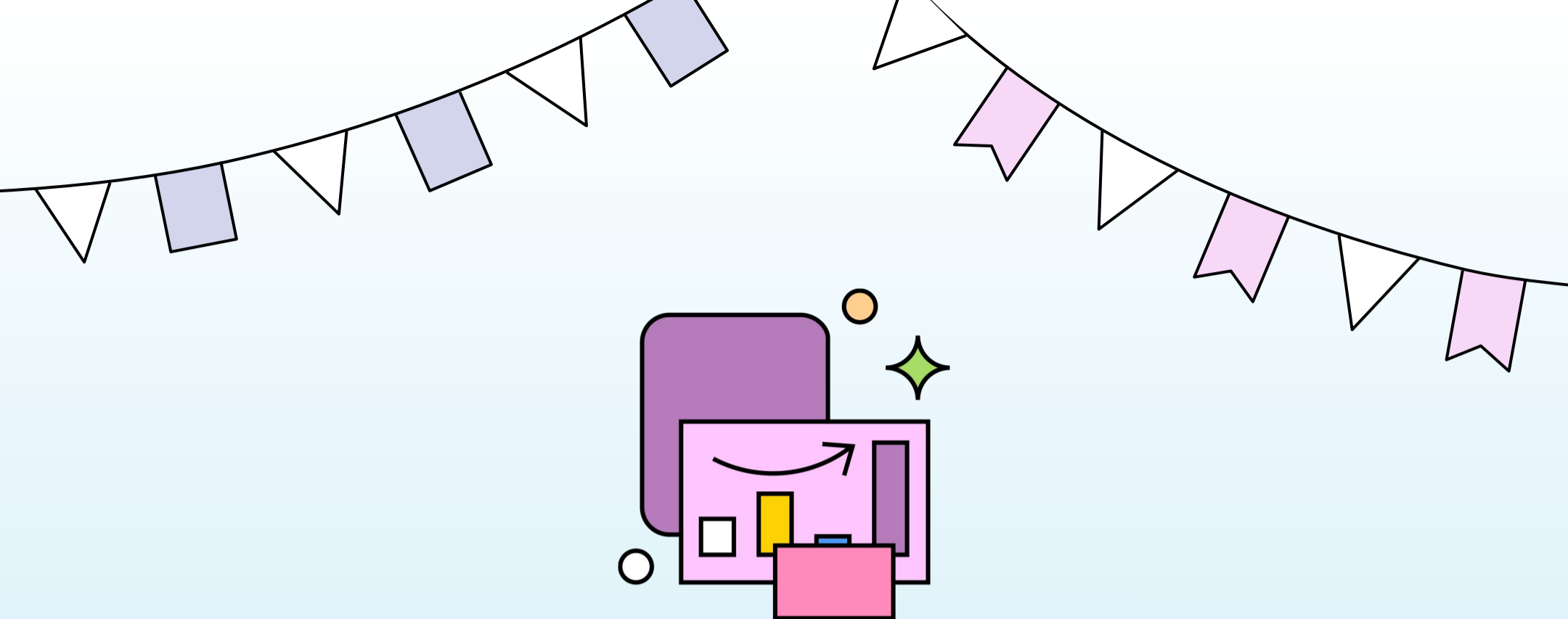


## **Festival FOMO Is Real — But Niche Wins**

Coachella, Lollapalooza, and Summerfest may steal headlines, but 14% of festival-goers over-index for hitting up obscure or indie festivals — 44% higher than the national average.

The cool kids are off  
the beaten path.





## **Festivals = A Grown-Up Game**

Despite the Gen Z hype, festival-goers skew older:  
35-44 (22%, 131i), 45-54 (20%, 122i), 25-35 (18%, 100i)

Why? Disposable income. The festival experience — flights, hotels, passes — adds up. That \$700 Coachella weekend? It's the millennials footing the bill.







## Music Is Life for Festival Fans

For the average American, festivals are a “sometimes” activity. Just 7% of the general population who list festivals as a favorite activity.

But for festival-goers, music isn’t just a vibe — it’s a lifestyle. 55% of festival goers say music is one of their top pastimes (248i).





## **Big Cities, Big Crowds**

The festival scene is powered by metro energy:  
Seattle (149i), Miami (145i), Chicago (145i),  
SF Bay Area (138i)

These hubs overindex for festival attendance.  
Brands should geo-target where the music's loudest.





## **Serial Festival-Goers = The Power Audience**

62% of festival fans attend more than one festival a year (210i) – that’s 2–3x more than the national average. They’re not casual – they’re committed. Perfect targets for fashion, travel, and beverage brands with multi-event reach.







## Music with a Mission

Festival-goers aren't just here to party — 33% believe festivals have a positive effect on the environment (132i). Sustainability messaging resonates. Eco-conscious activations, merch, and refillable bottle stations? Big W.





## The Next 12 Months Are Packed

Festival-goers are locked and loaded with plans:  
Summerfest (151i), Lollapalooza (153i),  
Burning Man (145i), SXSW (149i).

Coachella may be the “Influencer Olympics,”  
but the real fans are already mapping out multiple  
stops on the circuit.







## Ready to Plug Into the Circuit?

The shelf life of a festival trend is short — but the opportunities aren't. Talk to our team about how to turn seasonal moments into multi-stop momentum.

You can explore more trend insights [here](#)  
or get them sent to you [here](#).

**Let's Build Your Festival Playbook.**  
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