

The proportion of people expecting the economy to get worse falls to the lowest it's been in over a year, while retail spend expectations reach their highest level since the start of 2026. The pulse of UK Consumer sentiment towards the economy, finances & spending

Next 3 months UK Economy

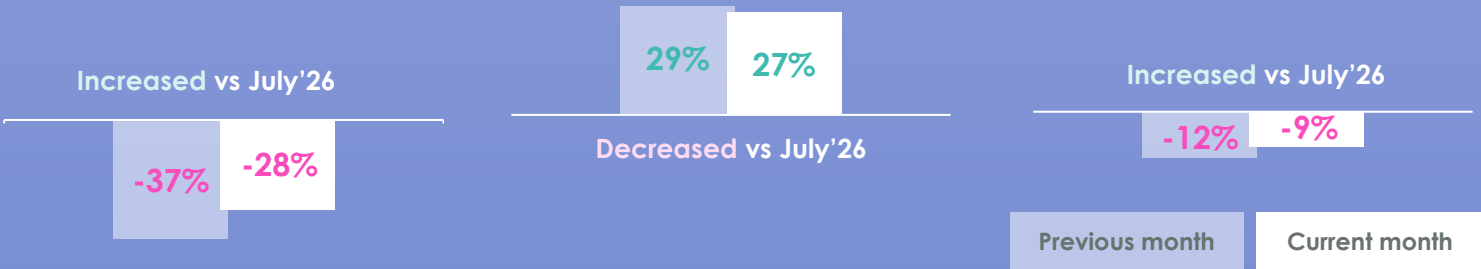
NET: Better – Worse

Current financial situation

NET: Comfortable – Struggling

Next 3 months financial situation

NET: Better – Worse



Plans to spend in next 3 months

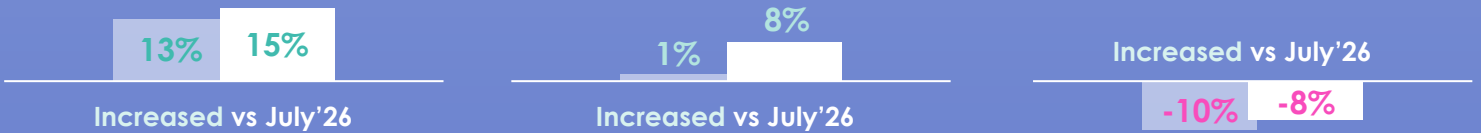
NET: More – Less

Retail spend in next 3 months

NET: More – Less

Expected borrowing next 3 months

NET: More - Less



Source: BRC Consumer Sentiment Monitor | 2,000 UK Adults | Nationally Representative weighting | Fieldwork conducted 4th August – 7th August 2026

As back-to-school and university season approaches, parents plan to cut spending across most categories, while clothing sees an increase.

Parents' top 5 purchase categories



School uniform
37%



Backpacks / Bags
30%



Stationery
29%



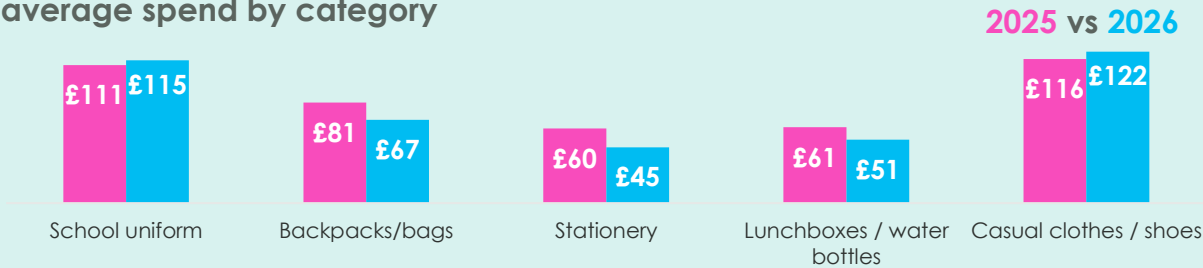
Lunchboxes / Water bottles
28%



Casual clothes / shoes
27%

Q:CSM35. Thinking ahead to the back to school / back to university season coming up in September / October, which of the following products, if any, are you planning to purchase for your child(ren)? Please select all that apply. Base: Parents of children aged 4-22 (593)

Parents' average spend by category



Q:CSM33. And how much are you expecting to spend on each type of product? If you will buy multiple items within a category, please think of the total spend. Base: Parent purchasers of school uniform (221), Backpacks/bags (181), Stationery (173), Lunchboxes / water bottles (166), Casual clothes / shoes (161)