

Consumer Pessimism towards UK Economy Peaks

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

Worsened vs March'25

-35%

-48%

30%

32%

Improved vs March'25

Worsened vs March'25

-10%

-16%

Previous month

Current month

Plans to spend in next 3 months

NET: More – Less

11%

10%

No change vs March'25

Retail spend in next 3 months

NET: More – Less

0%

3%

Improved vs March'25

Improved vs March'25

-14%

-10%

Expected borrowing next 3 months

NET: More – Less

^ Source: BRC Consumer Sentiment Monitor | 2,000 UK Adults | Nationally Representative weighting | Fieldwork conducted 8th – 11th April 2025
v Source: Opinium Omnibus | 2,000 UK Adults | Nationally Representative weighting | Fieldwork conducted 25th – 28th April 2025

2 in 5 Brits are already spending on garden/outdoor items

39%

of UK adults have already purchased at least one garden/outdoor item this year

Q. Have you purchased any garden/outdoor items this year?
Base: All respondents (2,000)

WHAT PURCHASED

51%

Plants/seeds

23%

Garden tools

13%

Patio furniture

9%

BBQ grill

9%

Outdoor storage (i.e., shed)

Q. Which, if any, of the following garden/outdoor items have you purchased this year?
Base: All respondents purchasing an item this year (810)

WHERE FROM

38%

Garden Centres

22%

Online marketplaces

13%

Furniture/Outdoor Specialists

33%

Supermarkets

18%

Local independents

7%

Second-hand shops

And which of the following places have you purchased garden/outdoor items from this year?
Base: All respondents purchasing an item this year (810)

