



## Consumer view on UK economy & finances improves

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



32% 30% Worsened vs April'25

Improved vs April'25

**Previous month** 

**Current month** 

Plans to spend in next 3 months

Retail spend in next 3 months

**Expected borrowing next 3 months** 

10% 10% No change vs April'25

**Worsened vs April'25** 

Worsened vs April'25

-13%

## However, tariffs and trade tensions spark concern among Brits

Think the price of everyday goods will rise significantly (25%) or slightly (47%) as a result of changes in global trade policy

Are concerned that global trade tensions could affect their personal finances in the next 3-6 months (22% very, 44% fairly)

25%

47%

44%

10%

## UK consumers are primarily expecting...

Price of Price of Price of Jobs & Energy food bills at household fuel at wages 55% home goods the pump 18% 42% 35% 30%

Brits consider...

Rising Changes in trade cost of living policy 62% 42%

Political 40%

Global Interest instability / economic rate uncertainty slowdown pressure 33%

21%

...to be most affected by global trade tensions over the next 6-12 months

 $Q. \ The \ US \ has \ recently introduced \ new \ tariffs \ on \ imports \ from \ several \ countries, including \ the \ UK, \ as \ part$ of changes to its trade policy. These moves have led to discussions about potential impacts on global trade and economic conditions in the UK. Do you expect the price of everyday goods (e.g., food, household items) to rise or fall as a result of changes in global trade policy? Base: All respondents (2,00

Q. Which of the following, if any, do you expect to be most affected by global trade tensions over the next 6 to 12 months? Please select up to three impacts you think are most likely. Base: All respondents (2,000)

... to be the biggest reasons why the UK's economic outlook has worsened recently

Q. How concerned, if at all, are you that global trade tensions (e.g. between the US and other countries) could affect your personal financial situation in the next 3-6 months? Base: All respondents (2,000)

Q. Do you think the UK's economic outlook has worsened recently? If yes, which of the following, if any, are reasons in your view as to why the UK's economic outlook has worsened? Please select all that apply. Base: All respondents (2,000)





