

Brits plan to increase spend despite financial pessimism

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

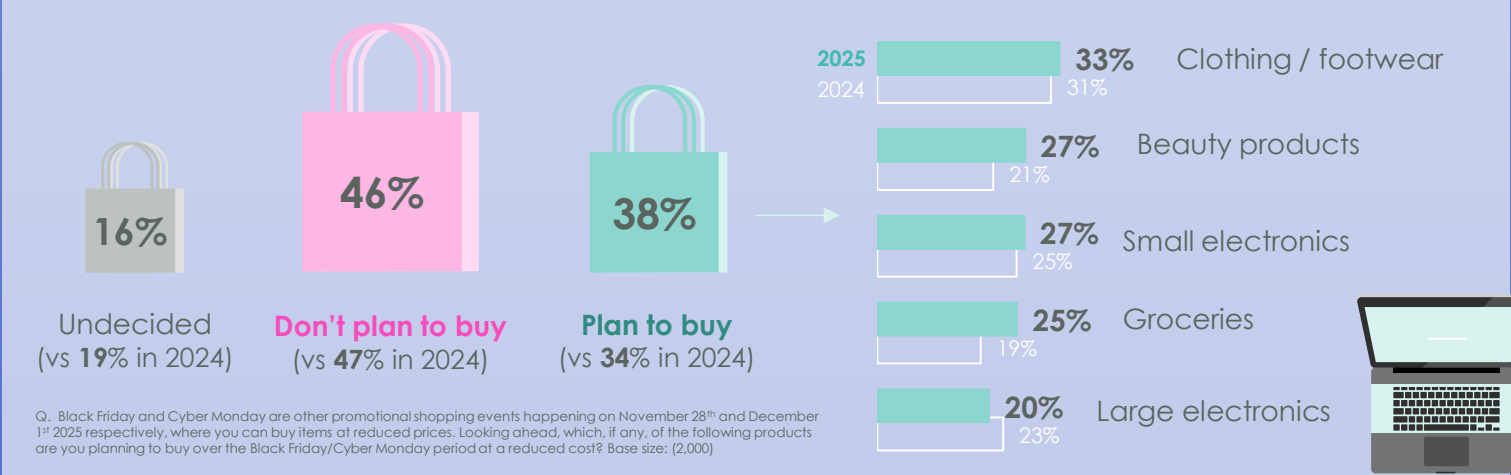
Next 3 months financial situation

NET: Better – Worse



Source: BRC Consumer Sentiment Monitor | 2,000 UK Adults | Nationally Representative weighting | Fieldwork conducted 7th-10th October 2025

Although slightly more consumers plan to spend this year, enthusiasm for Black Friday / Cyber Monday has dwindled since 2024



64%

(-5%) vs 2024

"I try to take advantage of the Black Friday and Cyber Monday deals as much as I can"

43%

(-7%) vs 2024

"I usually wait all year to buy certain products during Black Friday or Cyber Monday"

Q. You mentioned you're planning to buy products over Black Friday or Cyber Monday. To what extent do you agree or disagree with the following statements when shopping during this time?
Base: All who plan to buy products during Black Friday/Cyber Monday (710)