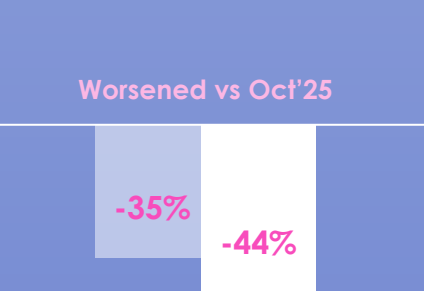


# Pessimism peaks as public fear for UK economy

The pulse of UK Consumer sentiment towards the economy, finances & spending

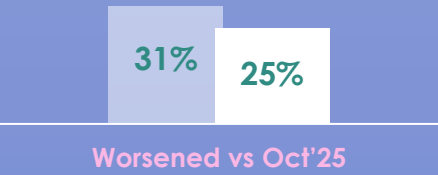
## Next 3 months UK Economy

NET: Better – Worse



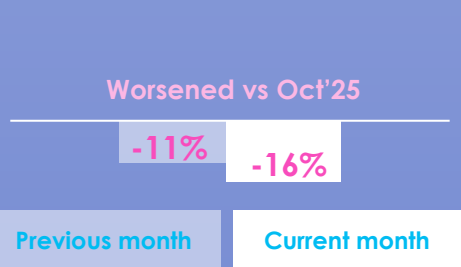
## Current financial situation

NET: Comfortable – Struggling



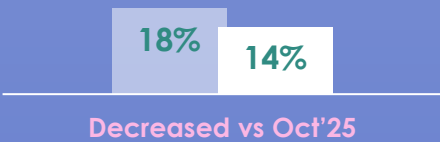
## Next 3 months financial situation

NET: Better – Worse



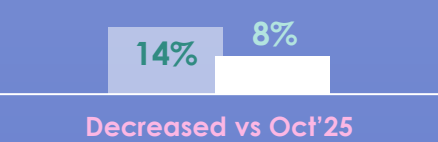
## Plans to spend in next 3 months

NET: More – Less



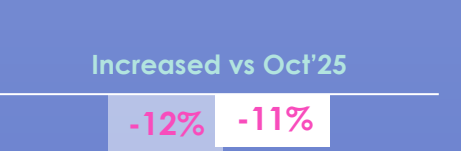
## Retail spend in next 3 months

NET: More – Less



## Expected borrowing next 3 months

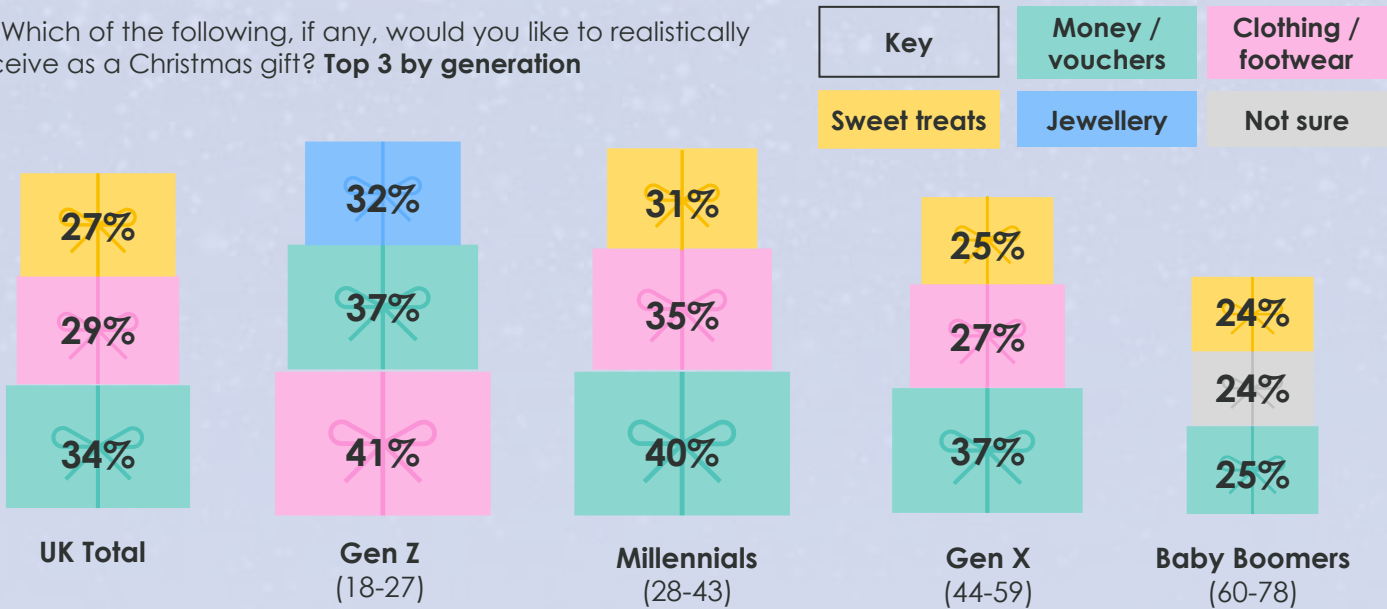
NET: More – Less



Source: BRC Consumer Sentiment Monitor | 2,000 UK Adults | Nationally Representative weighting | Fieldwork conducted 4<sup>th</sup>-7<sup>th</sup> November 2025

# Money and clothing are the most universally appealing gift to receive this Christmas

Q. Which of the following, if any, would you like to realistically receive as a Christmas gift? **Top 3 by generation**



Q. Which of the following, if any, would you like to realistically receive as a Christmas gift? Base: All who celebrate Christmas (1855), Gen Z (300), Millennials (455), Gen X (477), Baby Boomers (565)

