

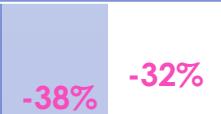
Plans to spend over the next 3 months has decreased

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

Next 3 months UK Economy

NET: Better – Worse

Strengthened vs Dec'25



Current financial situation

NET: Comfortable – Struggling

27% 30%

Strengthened vs Dec'25

Strengthened vs Dec'25



Previous month Current month

Plans to spend in next 3 months

NET: More – Less

17% 5%

Decreased vs Dec'25

Retail spend in next 3 months

NET: More – Less

Decreased vs Dec'25



Decreased vs Dec'25



Expected borrowing next 3 months

NET: More - Less

Source: BRC Consumer Sentiment Monitor | 2,000 UK Adults | Nationally Representative weighting | Fieldwork conducted 6th-9th January 2026

More people are buying cards, flowers and trips away this year, while less are going out for dinner

Q. Looking ahead to Valentine's Day on February 14th 2026, which of the following, if anything, do you plan to spend on your partner, family, and or friends?



Q12. Looking ahead to Valentine's Day on February 14th 2026, which of the following, if anything, do you plan to spend on your partner, family, and or friends? Please select all that apply. (Base size: 2,000, only 1,037 planning to spend)