

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

Current financial situation
NET: Comfortable – Struggling

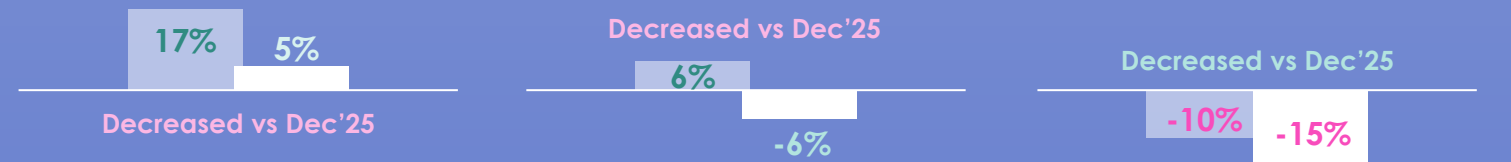
Next 3 months financial situation
NET: Better – Worse



Plans to spend in next 3 months
NET: More – Less

Retail spend in next 3 months
NET: More – Less

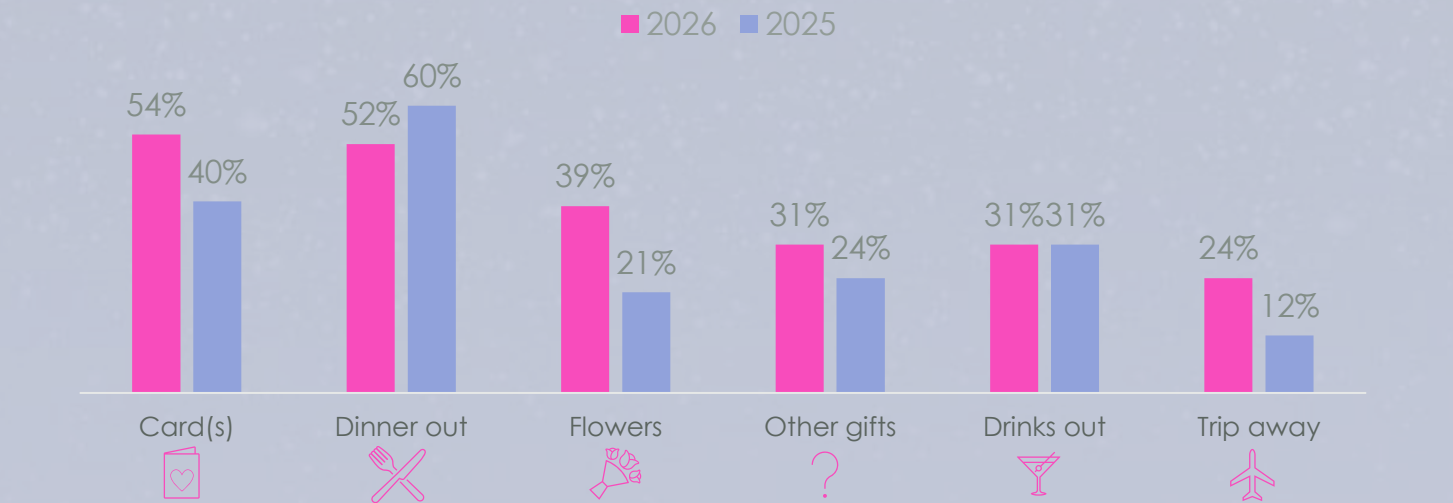
Expected borrowing next 3 months
NET: More - Less



Source: BRC Consumer Sentiment Monitor | 2,000 UK Adults | Nationally Representative weighting | Fieldwork conducted 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)