

People plan to spend more on retail in the next 3 months while financial situations continue to improve

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

Next 3 months UK Economy

NET: Better – Worse

Strengthened vs Jan'26

-32% -30%

Current financial situation

NET: Comfortable – Struggling

30% 29%

Decreased vs Jan'26

Next 3 months financial situation

NET: Better – Worse

Strengthened vs Jan'26

-8% -6%

Previous month

Current month

Plans to spend in next 3 months

NET: More – Less

5% 4%

Strengthened vs Jan'26

Retail spend in next 3 months

NET: More – Less

Increased vs Jan'26

0%

-6%

Expected borrowing next 3 months

NET: More – Less

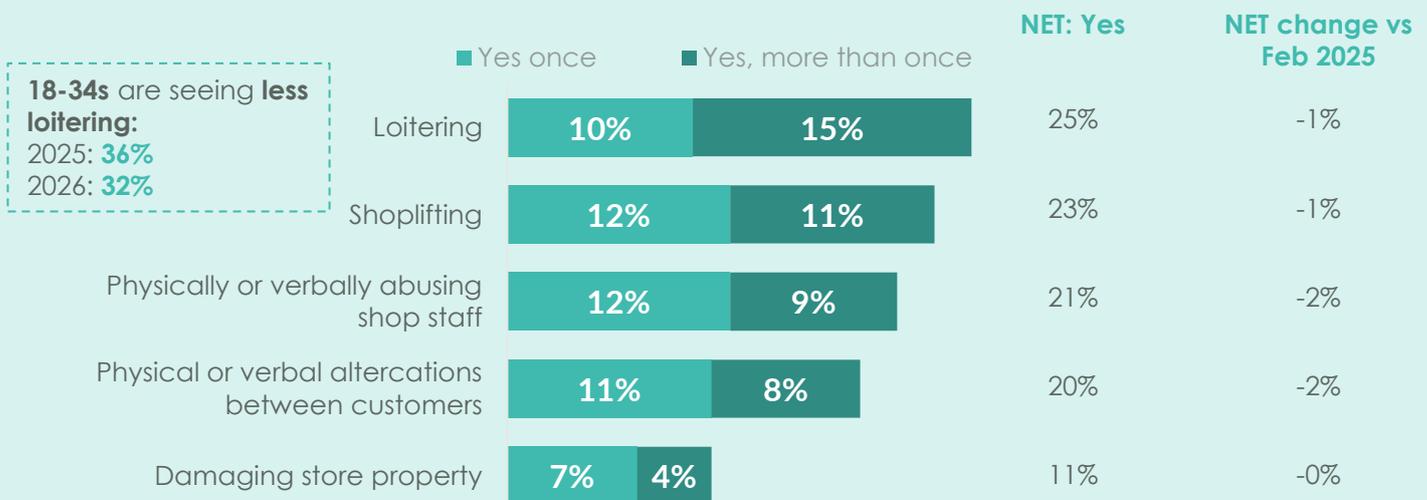
Increased vs Jan'26

-15% -13%

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

Consumers are noticing an improved retail environment compared to last year

Q. Thinking about the last 12 months, have you witnessed someone doing any of the following around retail establishments?



Base size: 2,000

