

Views on UK economy nose dive in response to Iran war, however retail spend plans not as yet affected

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

Next 3 months UK Economy

NET: Better – Worse

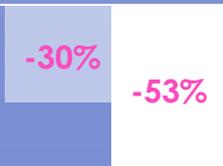
Current financial situation

NET: Comfortable – Struggling

Next 3 months financial situation

NET: Better – Worse

Decreased vs Feb'26



29% 28%

Decreased vs Feb'26

Decreased vs Feb'26



Previous month

Current month

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

Strengthened vs Feb'26



Increased vs Feb'26



Increased vs Feb'26



Source: BRC Consumer Sentiment Monitor | 2,000 UK Adults | Nationally Representative weighting | Fieldwork conducted 24th-27th March 2026

Despite rising prices and shifting chocolate habits, Easter remains rooted in family time and long-held traditions



Easter is still all about chocolate eggs and spending time with family, rather than just being about going on holiday. Eggs remain meaningful despite higher prices, although nearly half are cutting back on chocolate and a third are seeking alternatives



Q. Which of the following are you planning to do specifically for/ over the Easter bank holiday weekend this year?
Base size: 2,000

