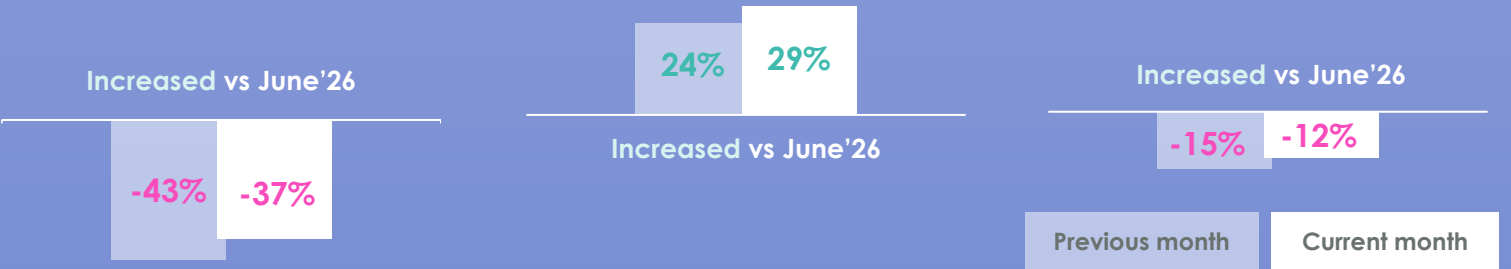


Consumer view on UK economy improves for the fourth consecutive month, while retail spending plans drop to the lowest they've been since February
The pulse of UK Consumer sentiment towards the economy, finances & spending

Next 3 months UK Economy
NET: Better – Worse

Current financial situation
NET: Comfortable – Struggling

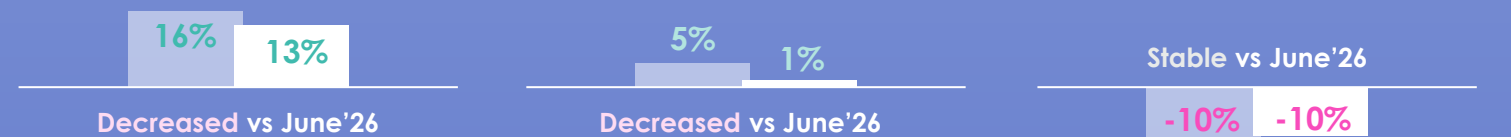
Next 3 months financial situation
NET: Better – Worse



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

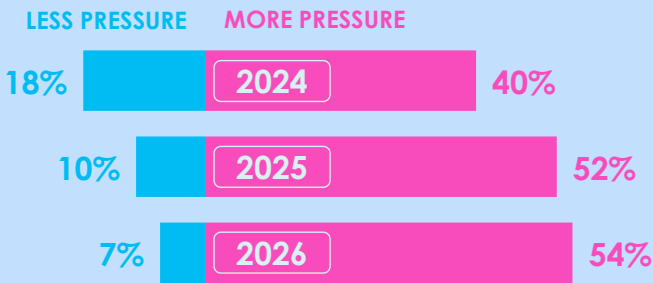
Retail spend in next 3 months
NET: More – Less

Expected borrowing next 3 months
NET: More – Less



Source: BRC Consumer Sentiment Monitor | 2,000 UK Adults | Nationally Representative weighting | Fieldwork conducted 7th July – 10th July 2026

Financial pressure felt by parents during the school holidays increases for the third consecutive year



Q:CSM27. Schools are breaking up for the summer holidays this month. As a parent, do you feel under more or less financial pressure (i.e. your feeling of concern, if any, over your ability to pay for goods and services) during the school holidays (mid-July to September)? Base: All parents with children aged 4-17 (2024: 450) (2025: 550) (2026: 526)

Parents who are feeling financial pressure attribute it to...

54%

higher grocery spending

48%

increased spend on experiences/days out

36%

Higher utility bill spending

Q:CSM26. You mentioned that you feel under more financial pressure during the school holidays, what are the main reasons for this? Please select all that apply. Base: All parents feeling financial pressure during the school holidays (285)

