

# Consumer view on UK economy improves, recovering to levels seen before the beginning of the conflict in the Middle East, while retail spending plans decrease

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

## Next 3 months UK Economy

NET: Better – Worse

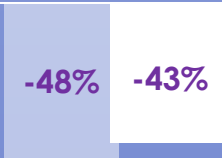
## Current financial situation

NET: Comfortable – Struggling

## Next 3 months financial situation

NET: Better – Worse

Increased vs May'26



28% 24%

Decreased vs May'26

Increased vs May'26

-16% -15%

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

15% 16%

Increased vs May'26

7% 5%

Decreased vs May'26

Decreased vs May'26

-9% -10%

Source: BRC Consumer Sentiment Monitor | 2,000 UK Adults | Nationally Representative weighting | Fieldwork conducted 3<sup>rd</sup> June – 5<sup>th</sup> June 2026

## £3.9 billion decline in holiday spend for UK consumers vs 2025

April

May

14% - June

18% - July

19% - August

Sept

Oct

In 2026, **42%** ▼ **5%** from 2025

of UK adults have plans to go on holiday or take a short break in the next 3 months...

... holiday going Brits plan to spend

**£1,518** ▼ **£13** from 2025

on average on their trip

Based on this drop of people planning a holiday & average spend, this could mean a

**-£3.9 Billion**

loss across sectors benefiting from holiday makers this year



Q. Do you have any plans to go on holiday, or take a short break, in the next 3 months (June – August)? Base: All respondents (2,000)

Q. Q13. How much will you spend going on holiday, or taking a short break, over the next 3 months (June – August)? By spend we mean any money used for travel, accommodation, spending money etc. If you are going on multiple holidays or breaks, please think about the next trip you're taking. Answer based on how much you're contributing to the trip, not the cost of the trip in total. Base: All going on holiday (2025: 941) (2026: 860)

