

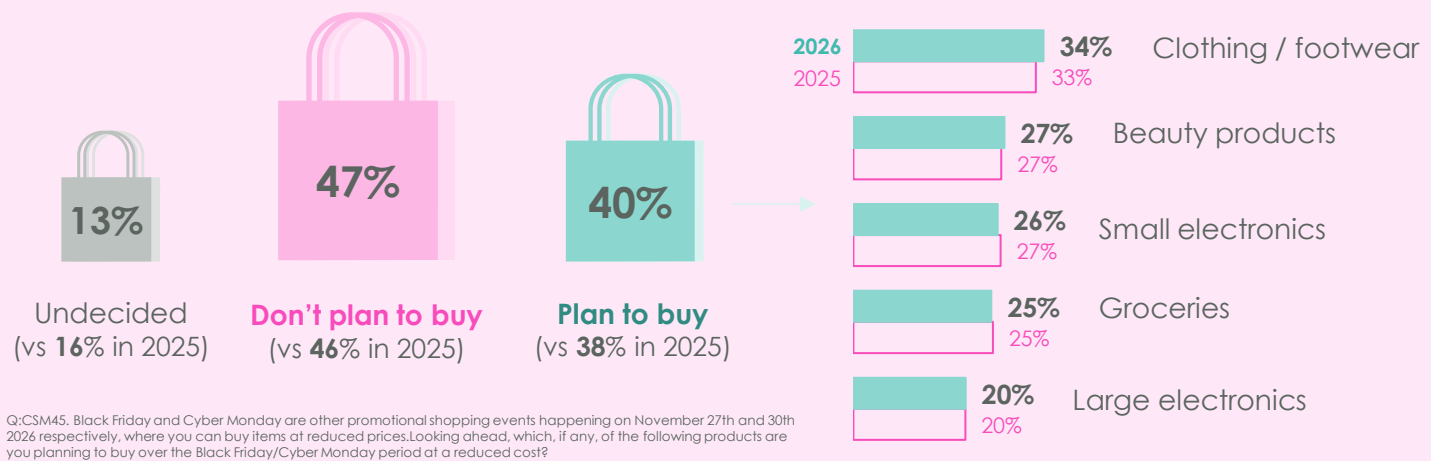
Confidence in the UK economy falls once again, yet retail spending expectations for the next three months rise dramatically

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



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

Despite purchase intent rising, the appeal of Black Friday / Cyber Monday dwindles for the second year running



61%

(-3%) vs 2025

"I try to take advantage of the Black Friday and Cyber Monday deals as much as I can"

40%

(-3%) vs 2025

"I usually wait all year to buy certain products during Black Friday or Cyber Monday"

Q:CSM44. You mentioned you're planning to buy products over Black Friday or Cyber Monday. To what extent do you agree or disagree with the following statements when shopping during this time? Base size: (2,000)