Consumers views on the UK's finances and their own personal situation are both in decline, this is also impacting their likely retail spend which has dropped vs August

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

Next 3 months UK Economy
NET: Better – Worse

Decreased vs August'26

-28% -34%

Current financial situation
NET: Comfortable – Struggling

27% 26%

Decreased vs August'26

Next 3 months financial situation
NET: Better – Worse

Decreased vs August'26

-9% -15%

Previous month | Current month

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

15% 15%

Stable vs August'26

Retail spend in next 3 months
NET: More – Less

8% 5%

Decreased vs August'26

Expected borrowing next 3 months
NET: More - Less

Increased vs August'26

-8% -7%

Source: BRC Consumer Sentiment Monitor | 2,000 UK Adults | Nationally Representative weighting | Fieldwork conducted 8th - 11th September 2026

Despite the wider financial situation, consumers are looking to Halloween for some fun, with spend levels remaining positive vs last year

UK Adult's top 6 purchase categories



Confectionary **18%**



Decorations **11%**



Costumes **11%**



Items for a party **10%**



Halloween themed events **9%**



Visit a pumpkin patch **8%**

Q:CSM40. Which, if any, of the following are you planning to spend on for Halloween? Please select all that apply. *Base: all respondents (2000)*

Spend by category

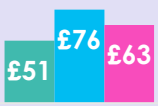
2024 vs 2025 vs 2026



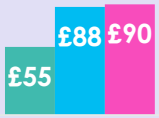
Confectionary



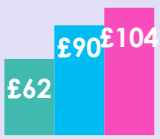
Decorations



Costumes



Items for a party



Halloween themed social events



Visit to a pumpkin patch

Q:CSM39. You mentioned that you're planning to spend in preparation for Halloween. How much do you estimate to spend on each of the following? *Base: all respondents that are planning to spend on the above (confectionary: 361) (Costumes: 224) (Decorations: 216) (items for a party: 193) (Halloween themed events:172) (visit a pumpkin patch: 160).*