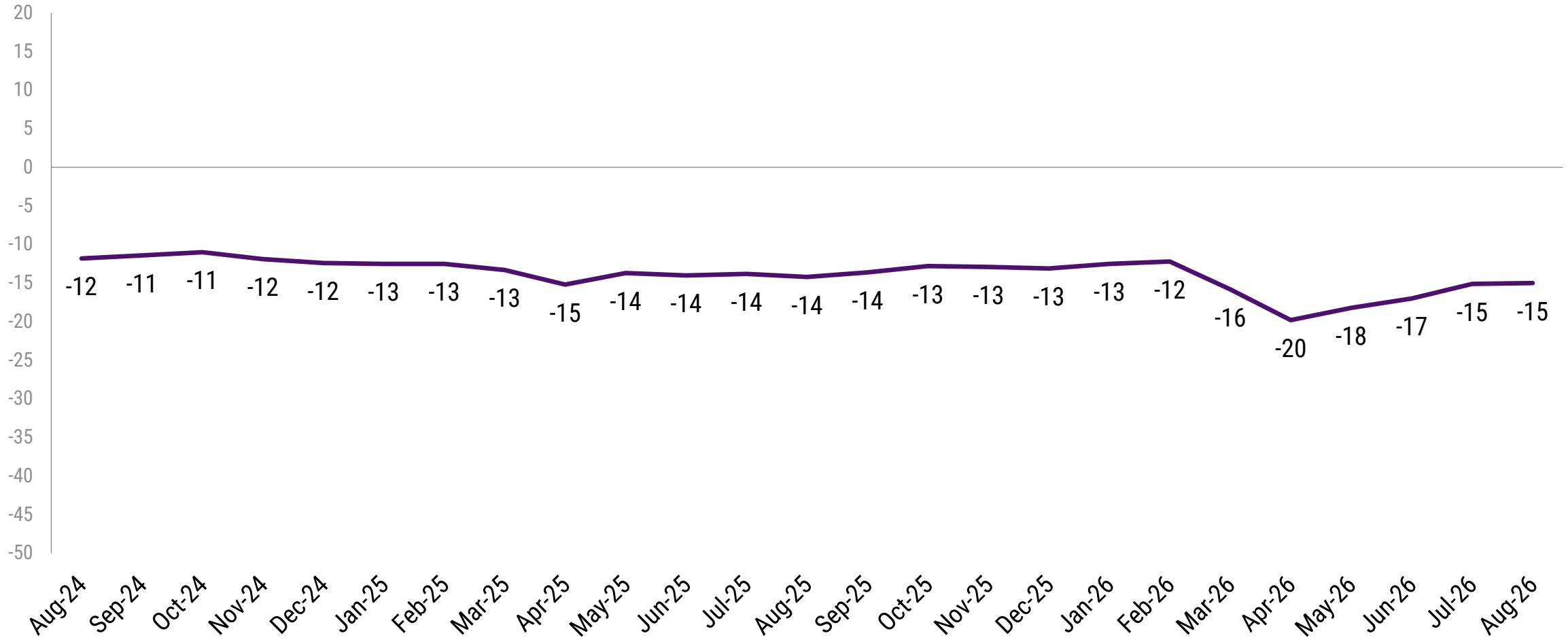
Circana.

Consumer Confidence Across Europe, USA & APAC

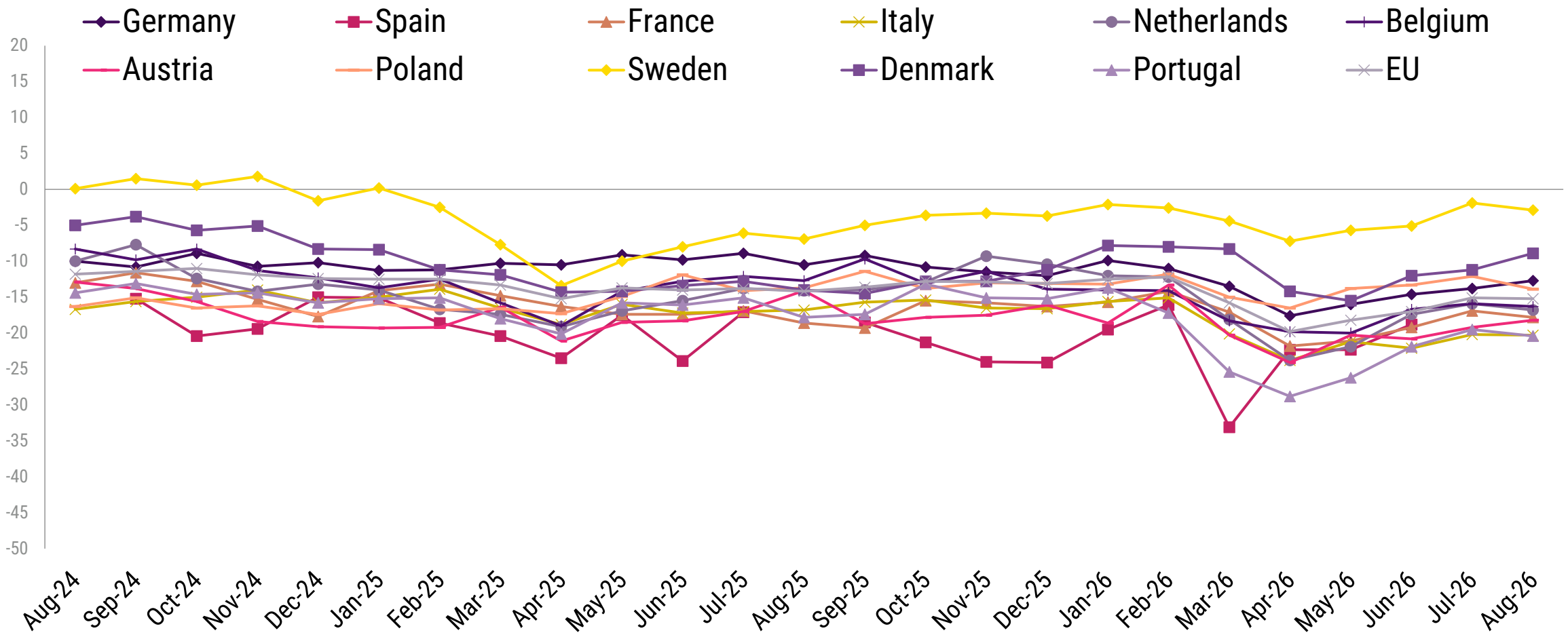
Covering Data Through August 2026

Consumer Confidence EU



Quelle: Europäische Kommission

Consumer Confidence EU



Quelle: Europäische Kommission

*For Spain: As of October 2023, there is a new calculation basis (base year 2005); the latest available data for Spain is from June 2026; no data is available for August.

Consumer Confidence EU

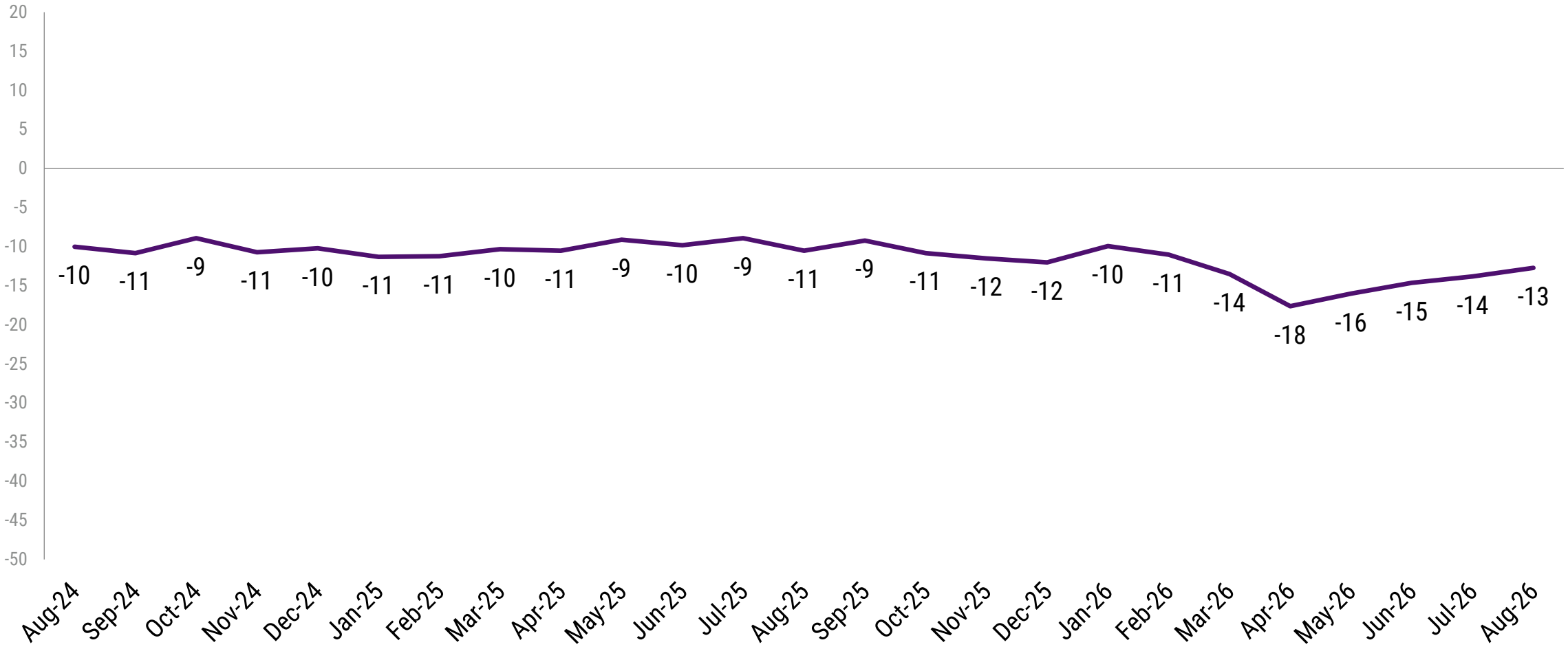
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	2024	2024	2024	2024	2024	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2026	2026	2026	2026	2026	2026	2026	2026
Germany	-10	-11	-9	-11	-10	-11	-11	-10	-11	-9	-10	-9	-11	-9	-11	-12	-12	-10	-11	-14	-18	-16	-15	-14	-13
Spain	NA	-15	-20*	-19	-15	-15	-19	-20	-24	-18	-24	-17	NA	-19	-21	-24	-24	-20	-16	-33	-22	-22	-19	NA	NA
France	-13	-12	-13	-15	-18	-14	-13	-15	-16	-17	-17	-17	-19	-19	-16	-16	-16	-16	-14	-17	-22	-21	-19	-17	-18
Italy	-17	-16	-15	-14	-16	-15	-14	-17	-19	-16	-17	-17	-17	-16	-15	-17	-17	-16	-15	-20	-24	-21	-22	-20	-20
NL	-10	-8	-12	-14	-13	-14	-17	-17	-19	-17	-16	-14	-14	-14	-13	-9	-10	-12	-12	-18	-24	-22	-17	-16	-17
Belgium	-8	-10	-8	-11	-12	-14	-13	-16	-19	-14	-13	-12	-13	-10	-13	-11	-14	-14	-14	-18	-20	-20	-17	-16	-16
Austria	-13	-14	-16	-18	-19	-19	-19	-16	-21	-19	-18	-17	-14	-19	-18	-18	-16	-19	-13	-20	-24	-20	-21	-19	-18
Poland	-16	-15	-17	-16	-17	-16	-17	-17	-17	-15	-12	-14	-14	-11	-14	-13	-13	-13	-12	-15	-17	-14	-13	-12	-14
Sweden	0,1	2	1	2	-2	0,2	-3	-8	-13	-10	-8	-6	-7	-5	-4	-3	-4	-2	-3	-4	-7	-6	-5	-2	-3
Denmark	-5	-4	-6	-5	-8	-8	-11	-12	-14	-14	-13	-13	-14	-15	-13	-13	-11	-8	-8	-8	-14	-16	-12	-11	-9
Portugal	-14	-13	-15	-14	-16	-15	-15	-18	-20	-16	-16	-15	-18	-17	-13	-15	-15	-14	-17	-25	-29	-26	-22	-20	-20
EU	**-12**	**-11**	**-11**	**-12**	**-12**	**-13**	**-13**	**-13**	**-15**	**-14**	**-14**	**-14**	**-14**	**-14**	**-13**	**-13**	**-13**	**-13**	**-12**	**-16**	**-20**	**-18**	**-17**	**-15**	**-15**

Quelle: Europäische Kommission

*For Spain: a new calculation basis has been in place since October 2023 (base year 2005); the latest available data for Spain is for June 2026; no data available for July and August.

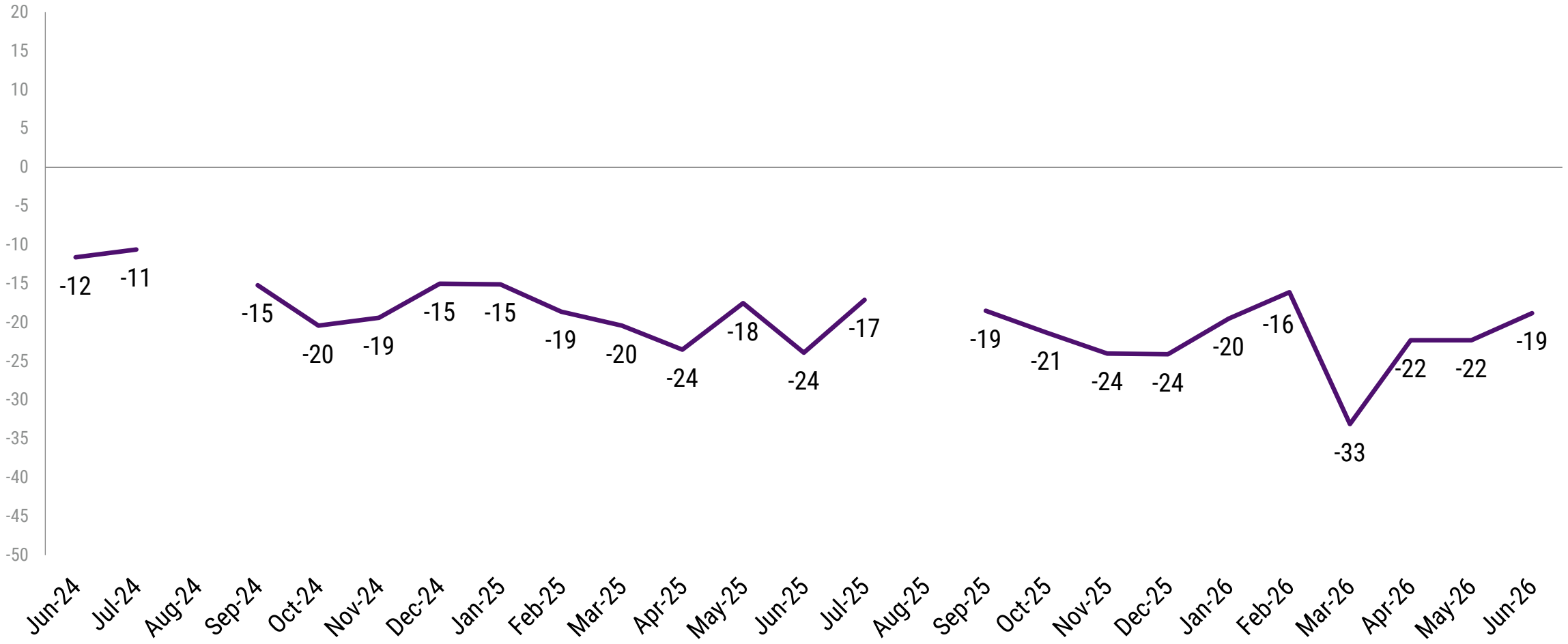
Consumer Confidence – EU Big 5

Consumer Confidence Germany



Source: European Commission

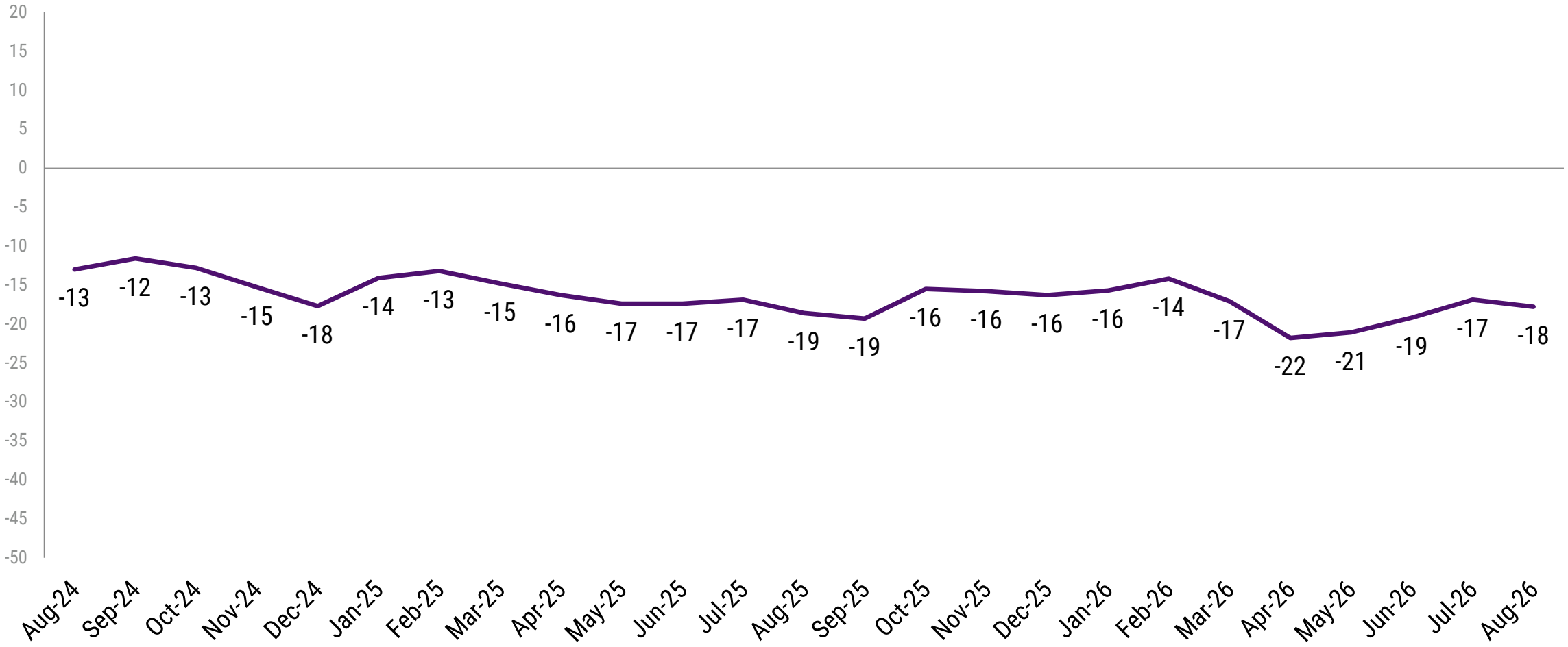
Consumer Confidence Spain



Source: Centro de Investigaciones Sociológicas (CIS) – Estudios y barómetros de opinión

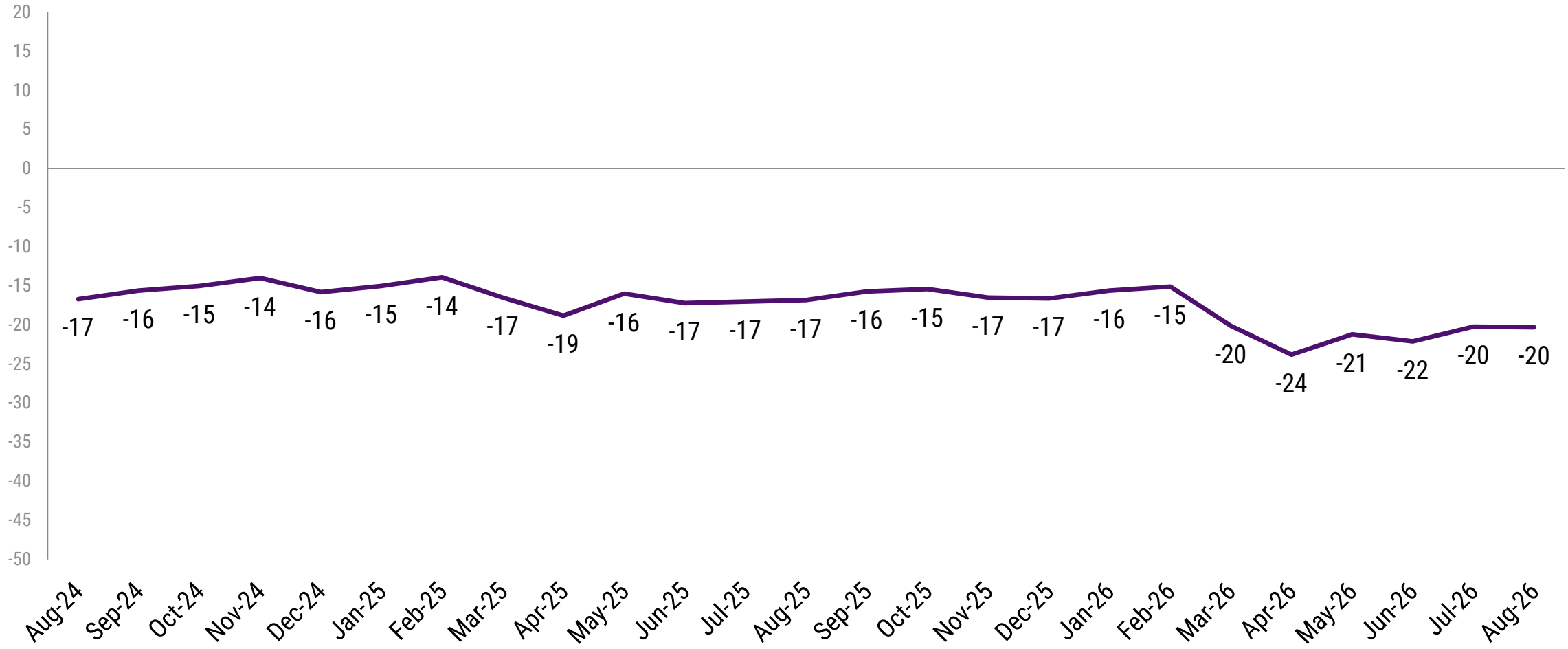
*latest available data is June 26; no data available for August.

Consumer Confidence France



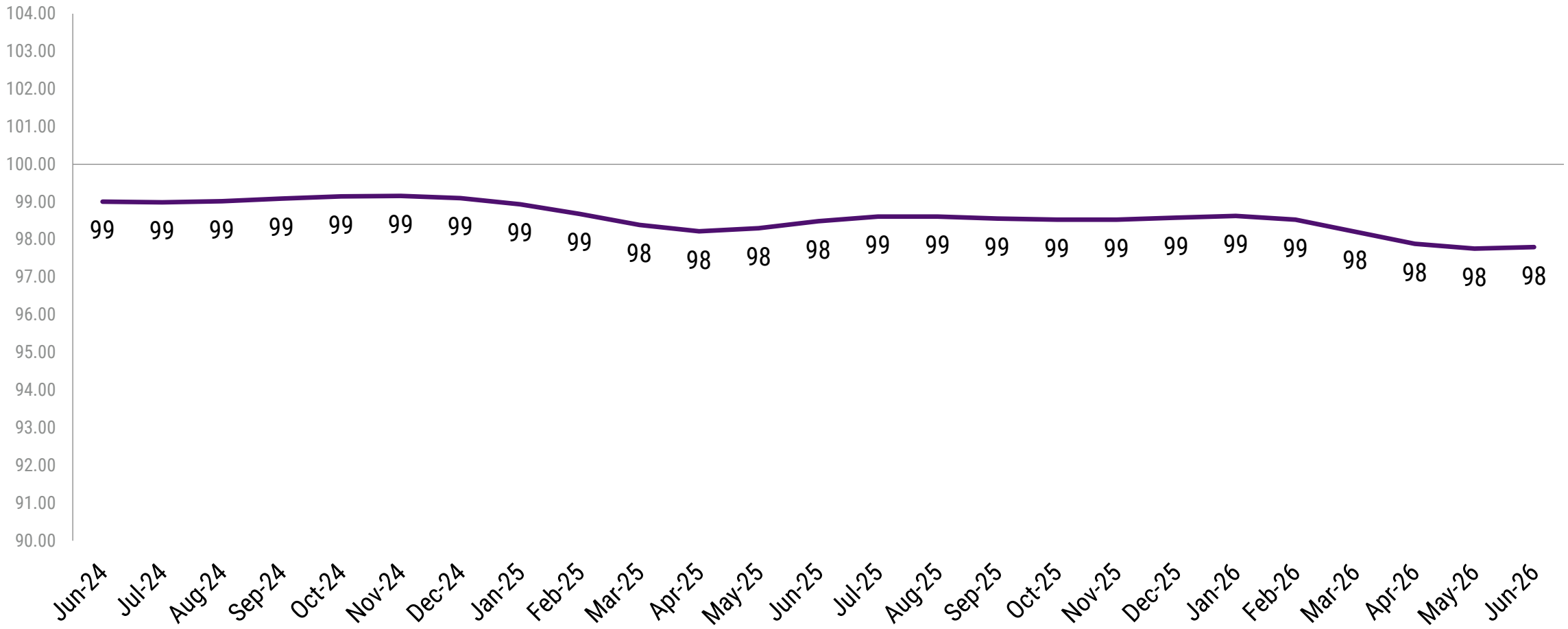
Source: European Commission

Consumer Confidence Italy



Source: European Commission

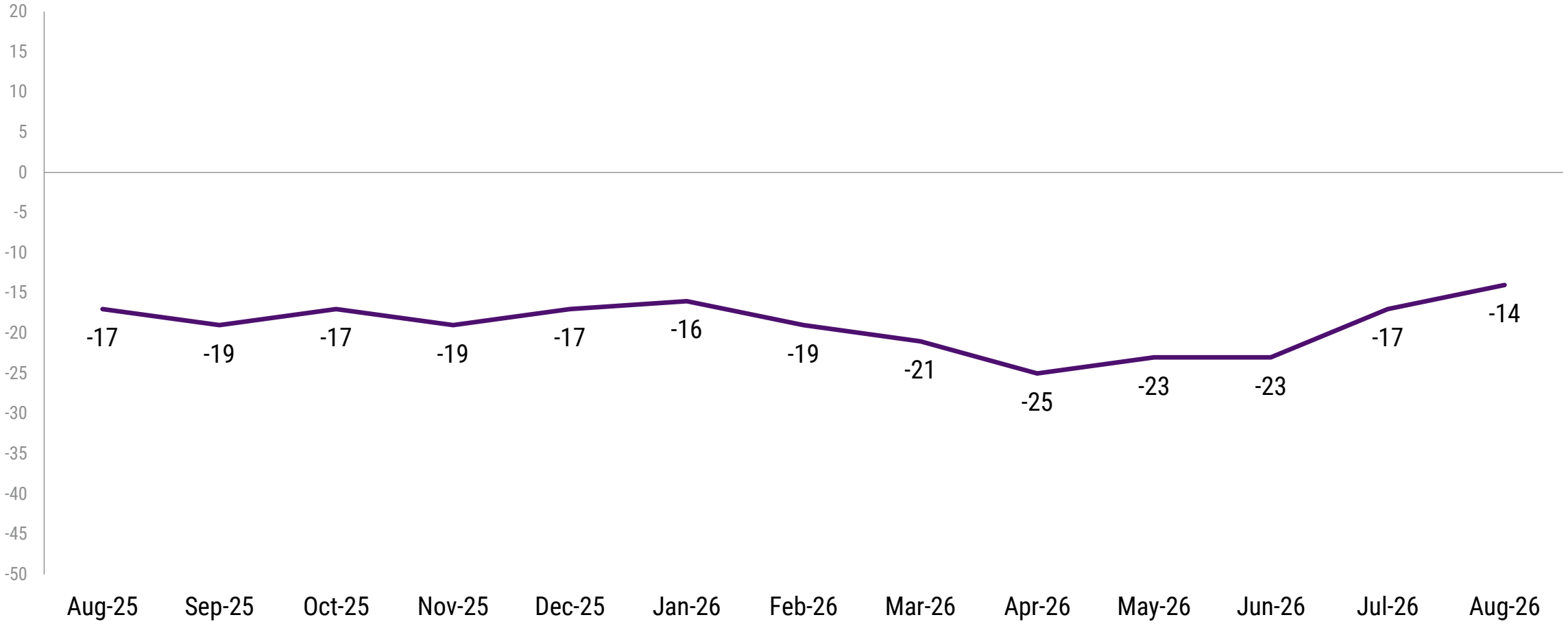
Consumer Confidence UK



Source OECD

*latest available data is June 26.

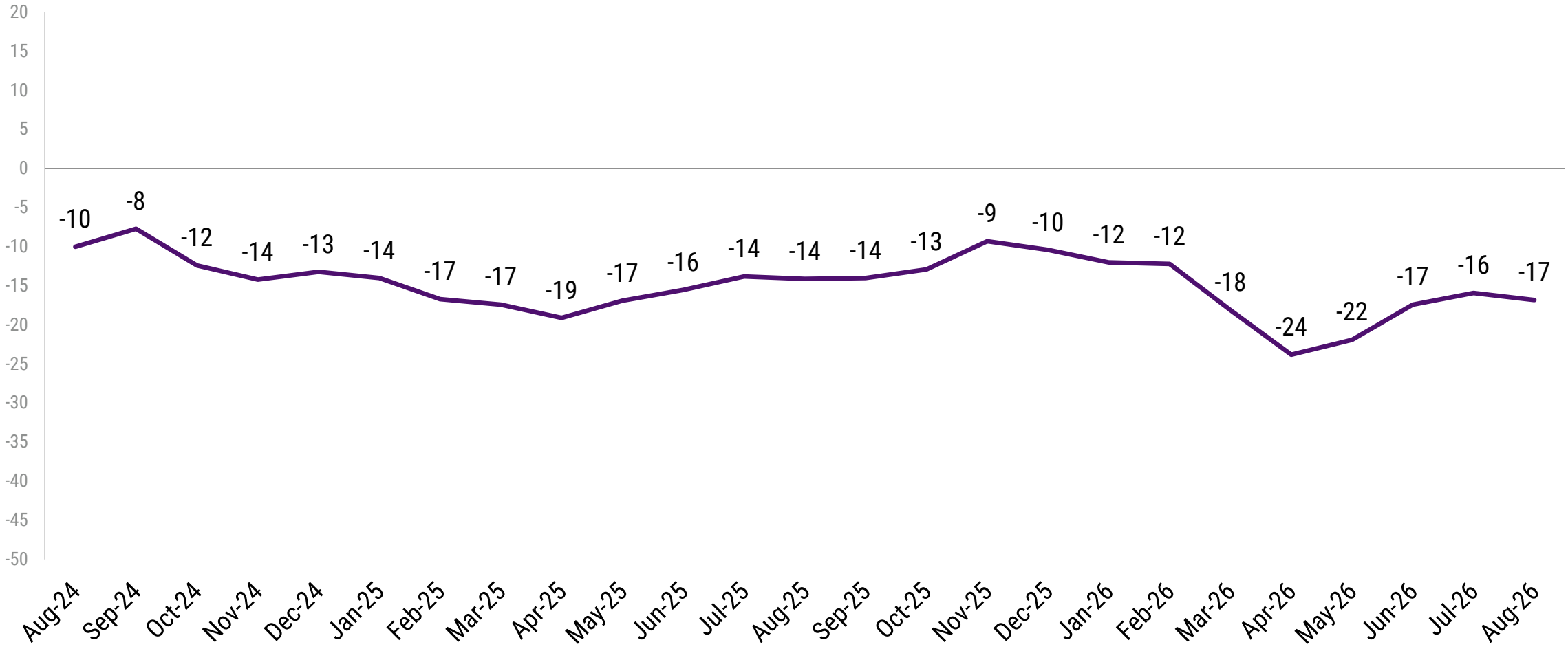
Consumer Confidence UK



Source: GfK Consumer Confidence. United Kingdom Consumer Confidence

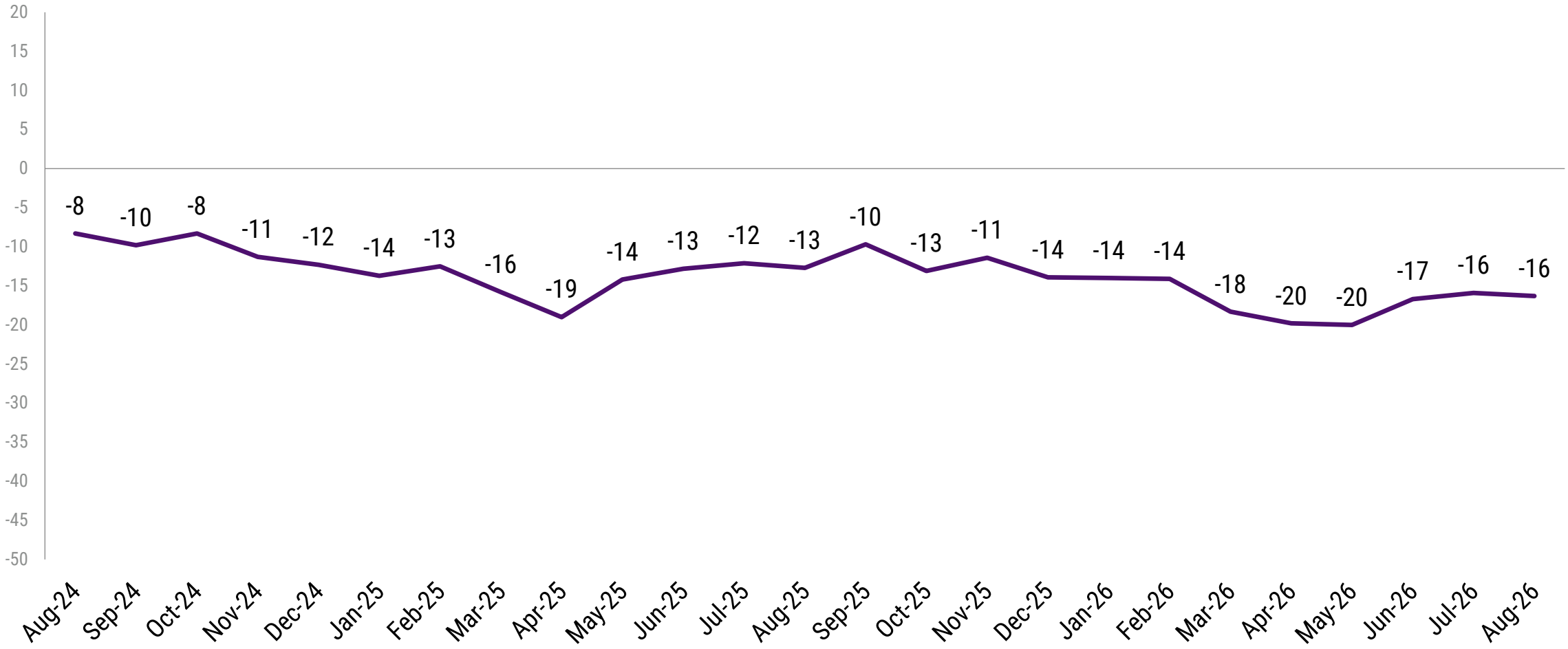
Consumer Confidence – EU rest

Consumer Confidence Netherlands



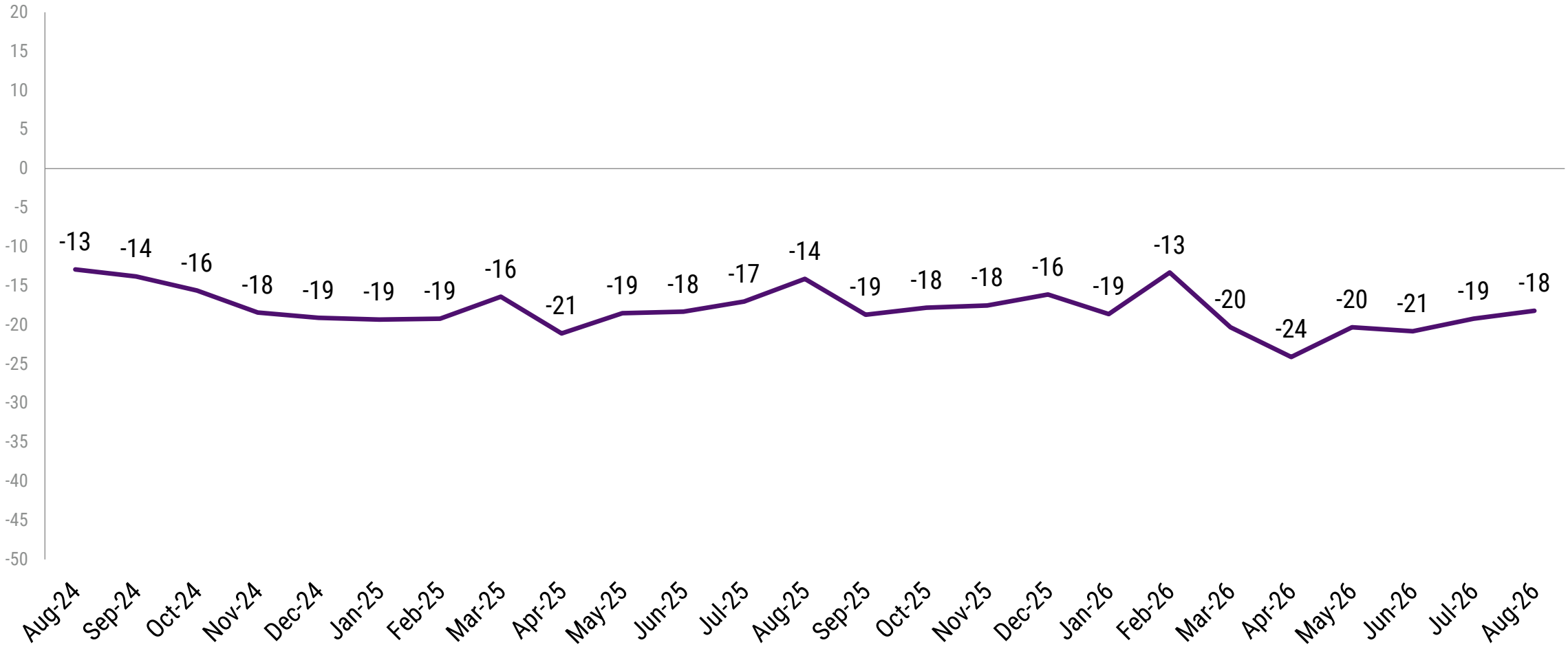
Source: European Commission

Consumer Confidence Belgium



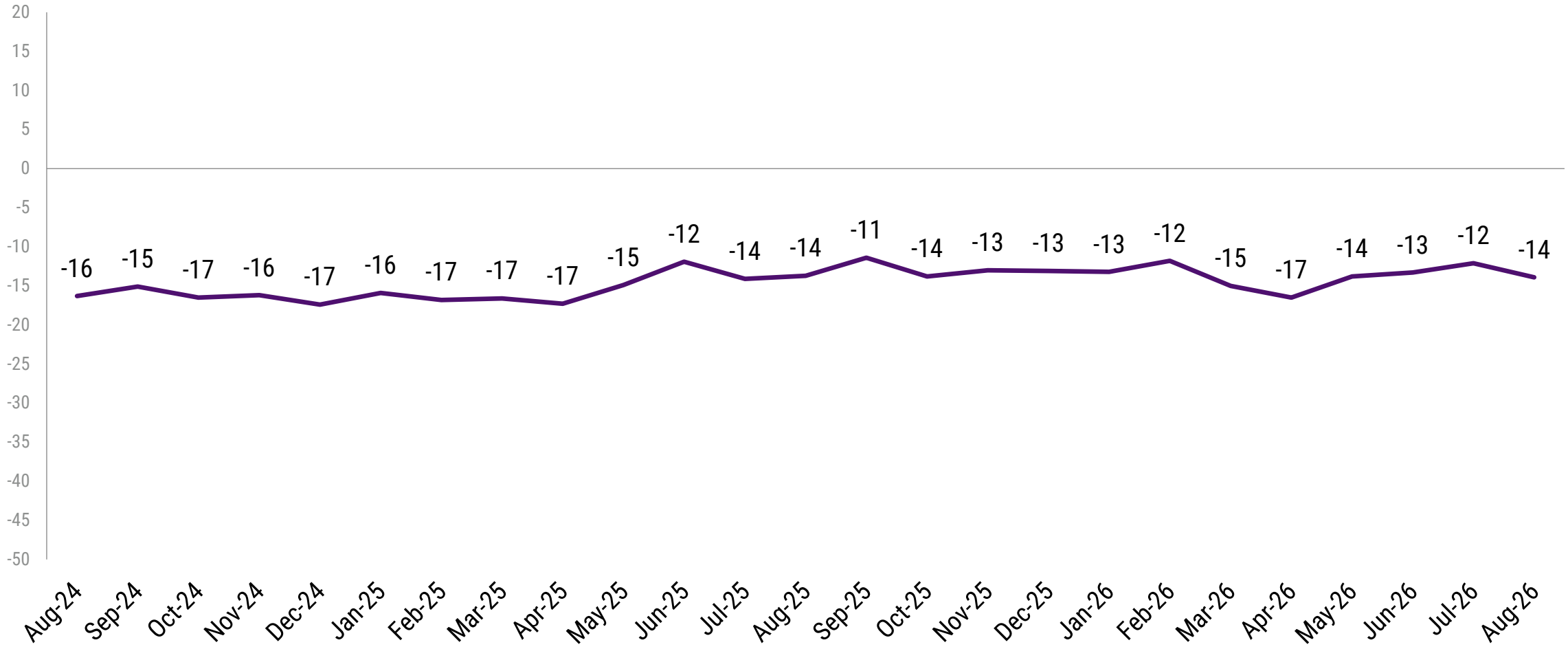
Source: European Commission

Consumer Confidence Austria



Quelle: Europäische Kommission

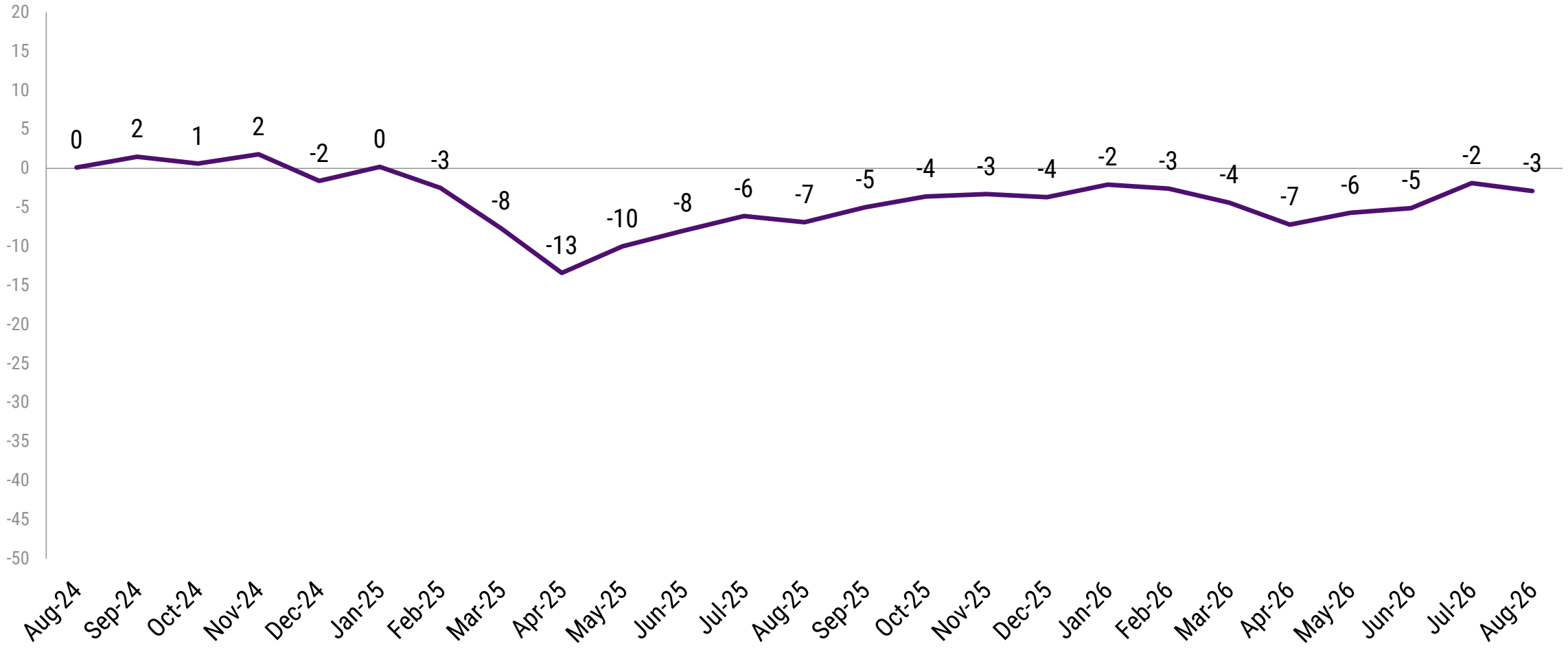
Consumer Confidence Poland



Source: European Commission

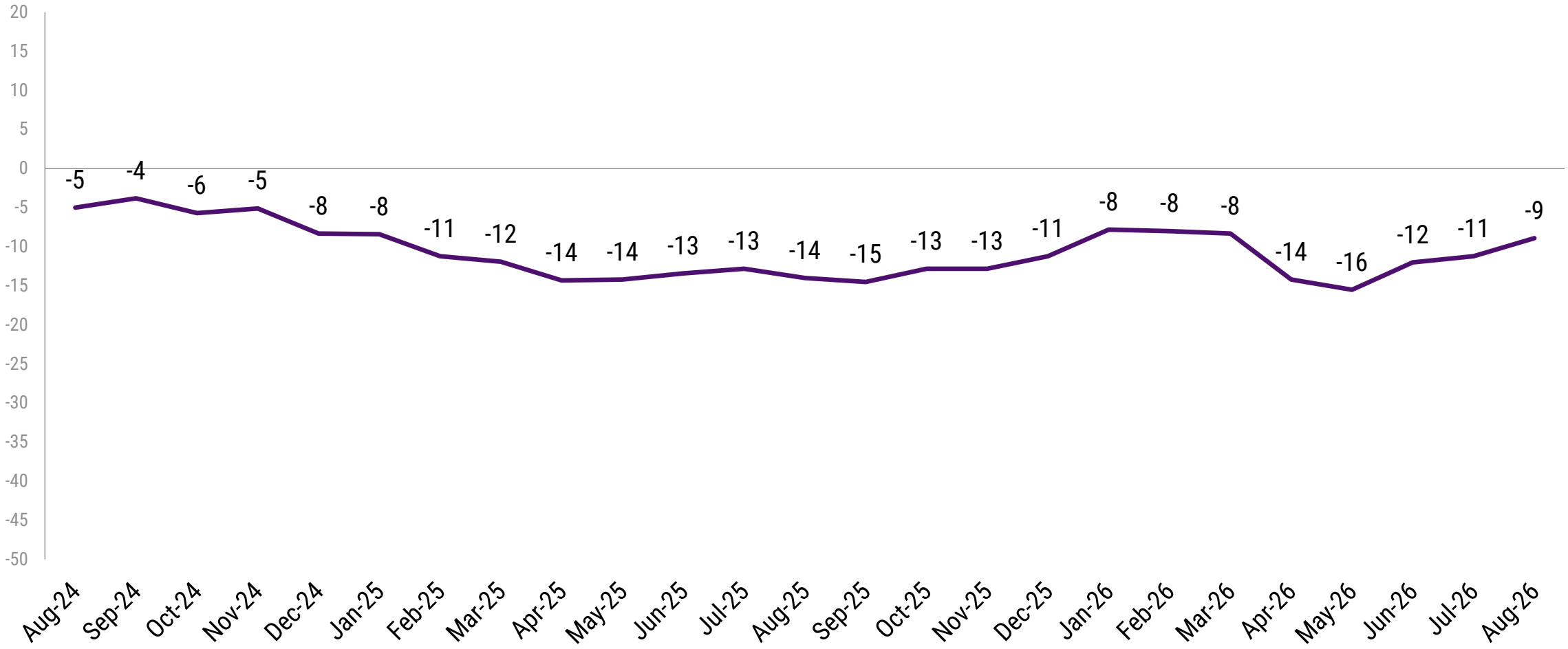
New calculation basis since May 26. The historical data was adjusted accordingly.

Consumer Confidence Sweden



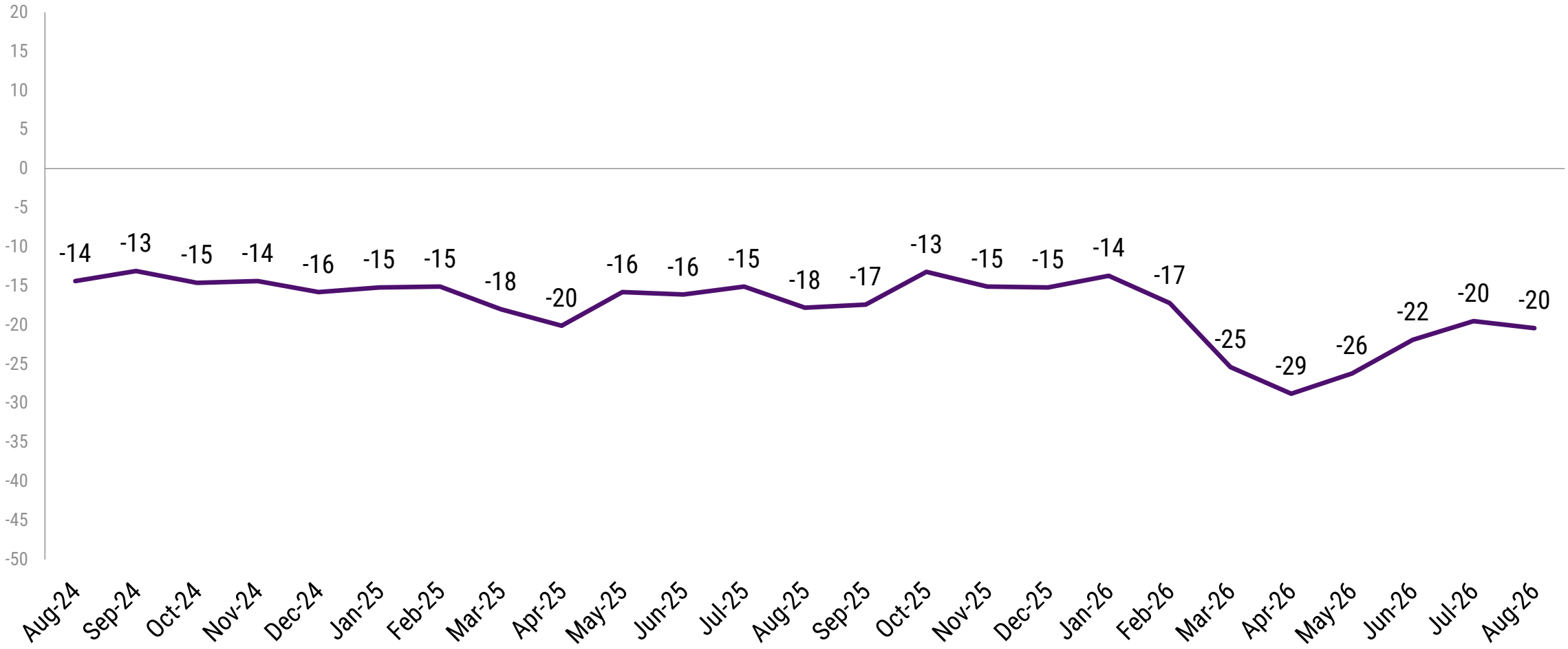
Source: European Commission

Consumer Confidence Denmark



Source: European Commission

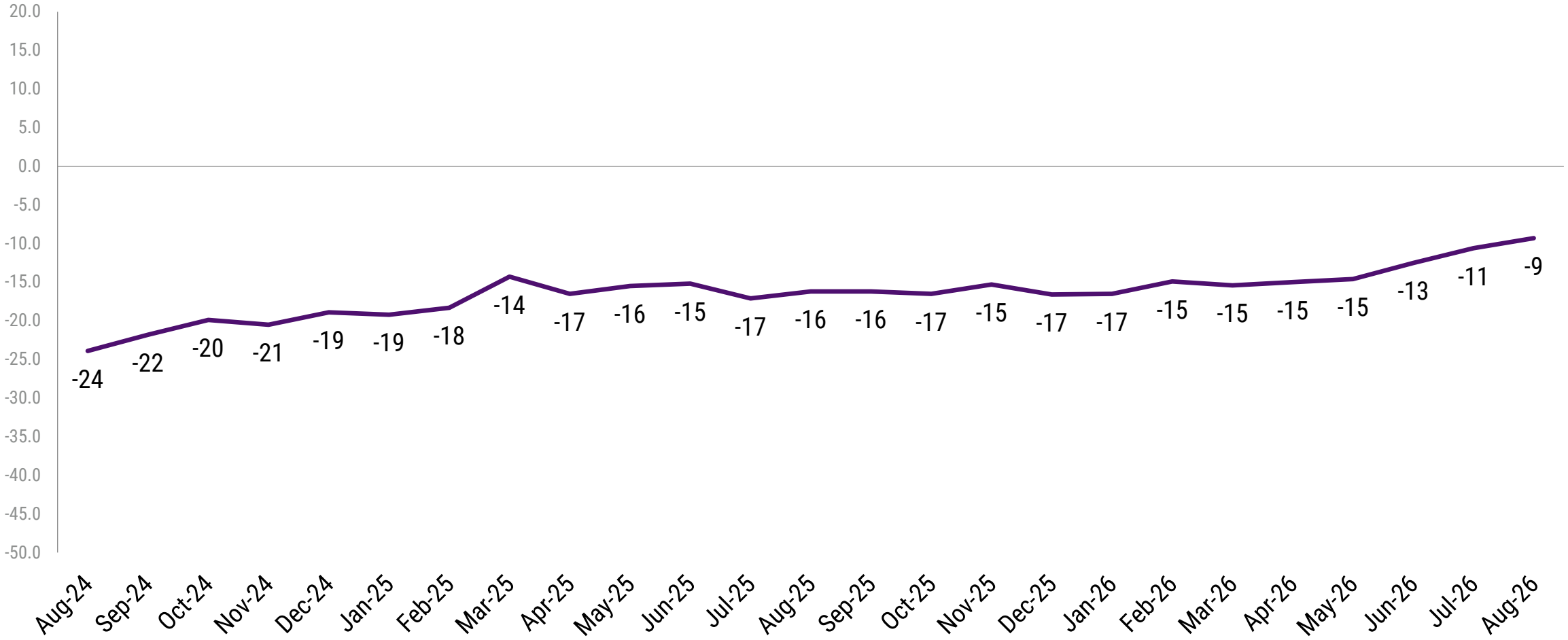
Consumer Confidence Portugal



Source: European Commission

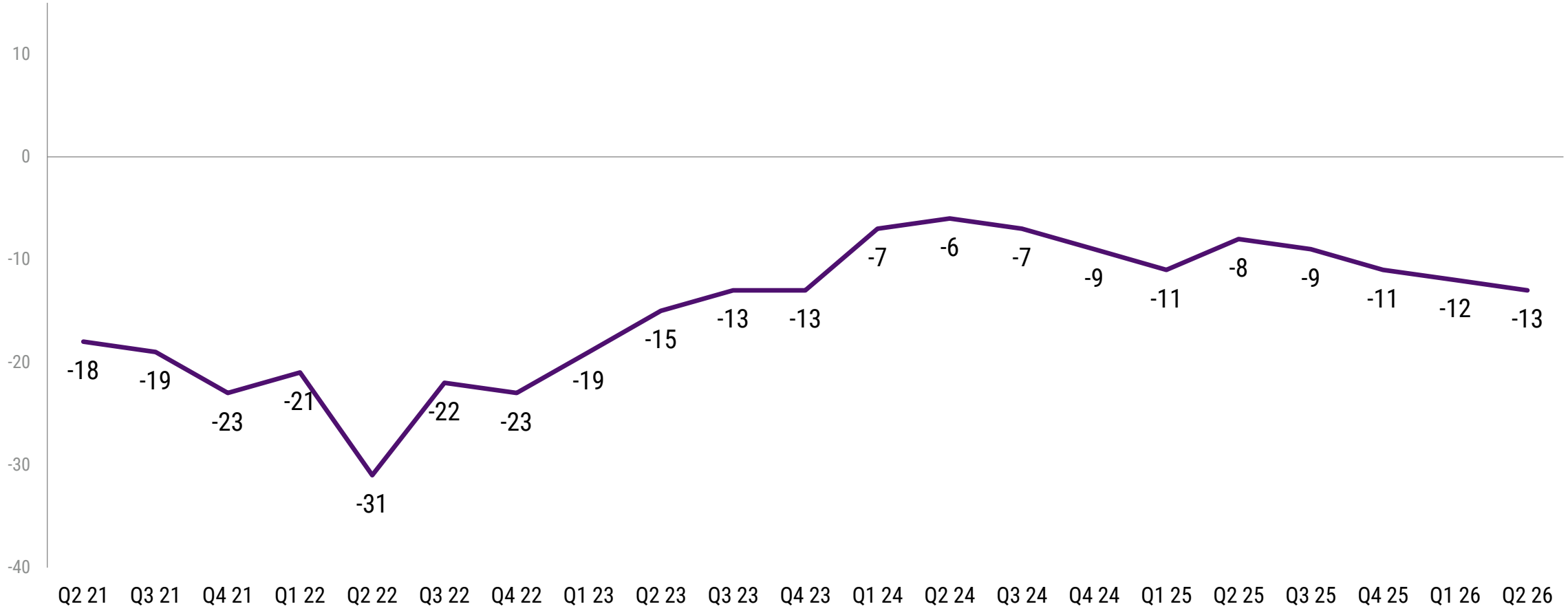
Consumer Confidence – World

Consumer Confidence Turkey



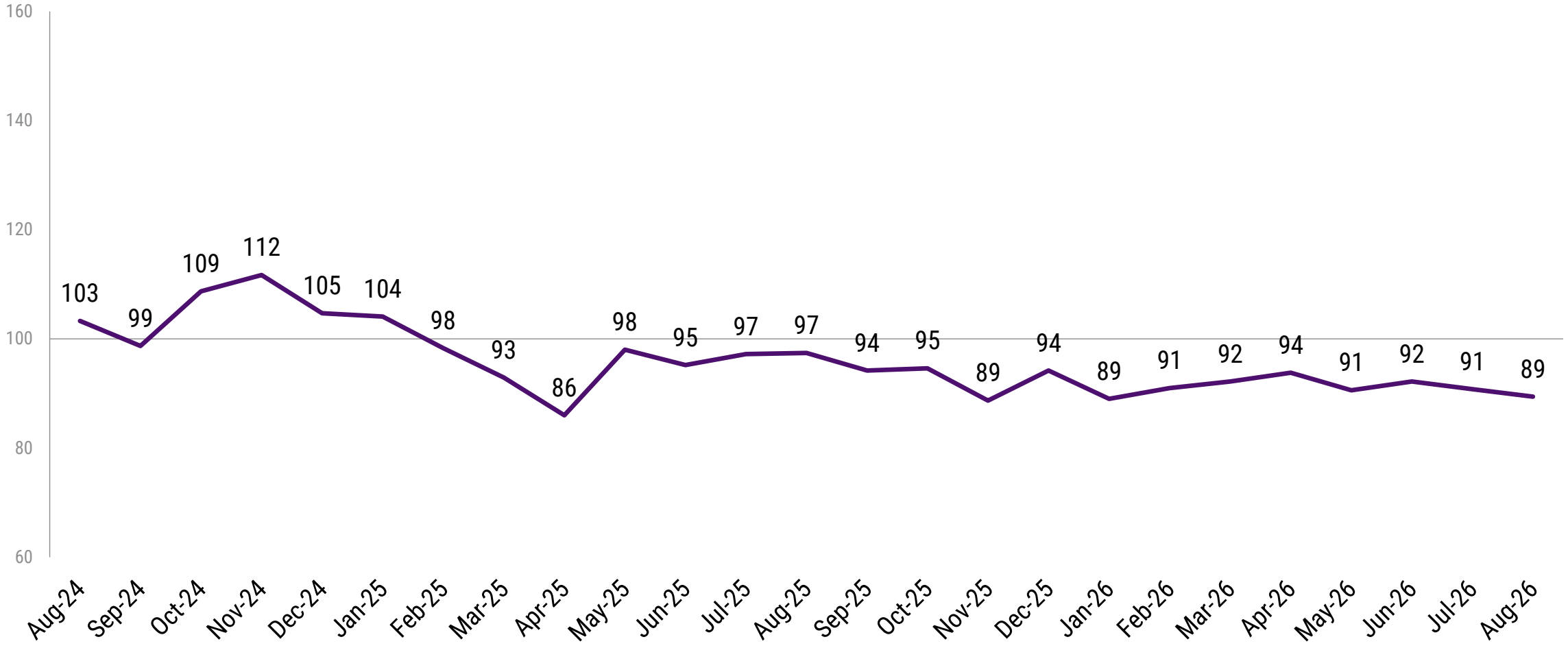
Source: European Commission

Consumer Confidence Russia – Quarterly Index



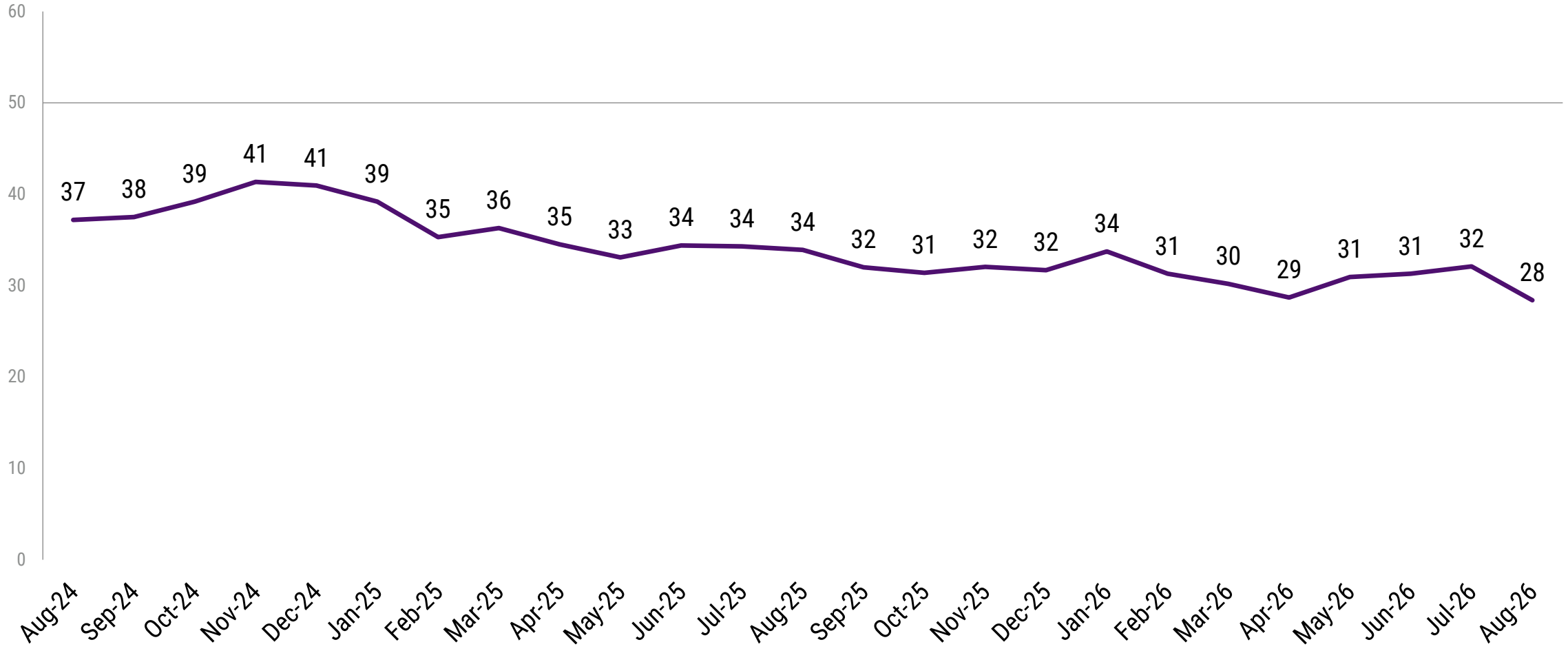
Source: Trading Economics

Consumer Confidence US



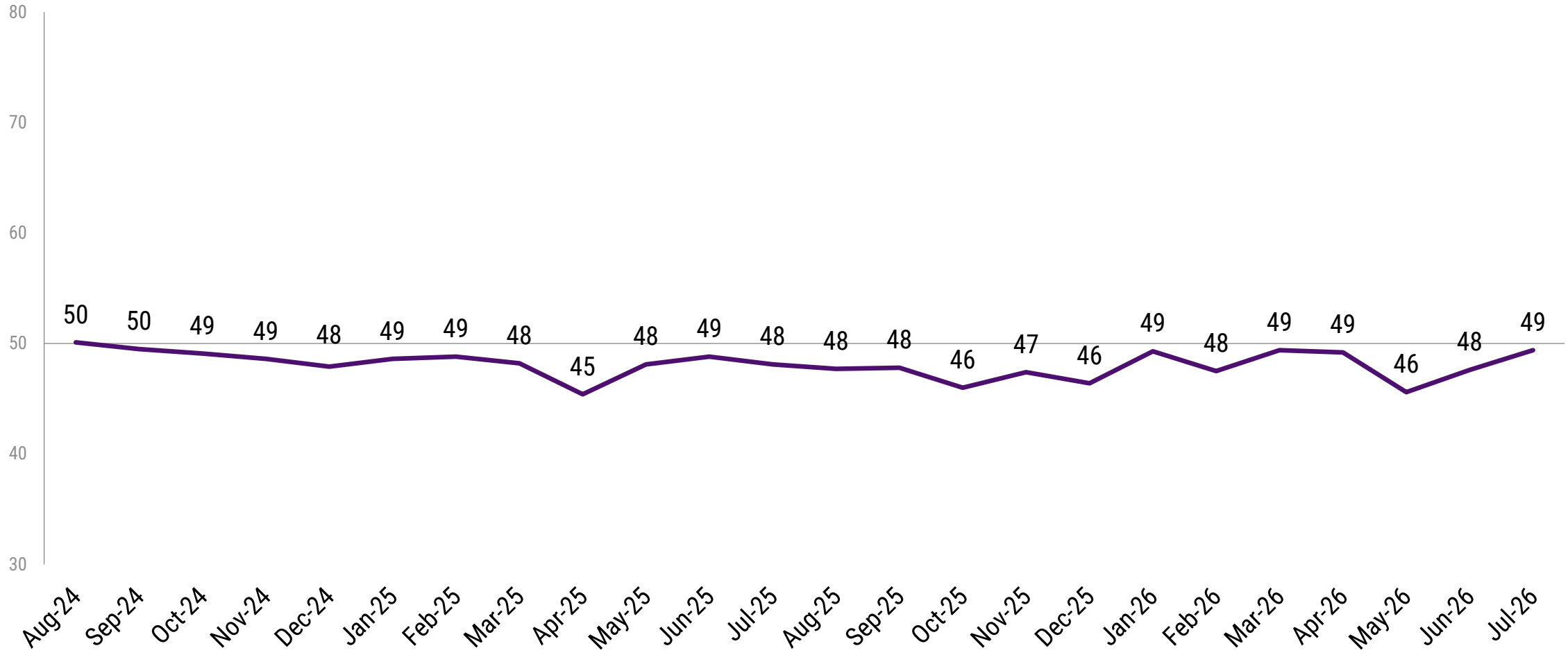
Source: Conference Board

Consumer Confidence US



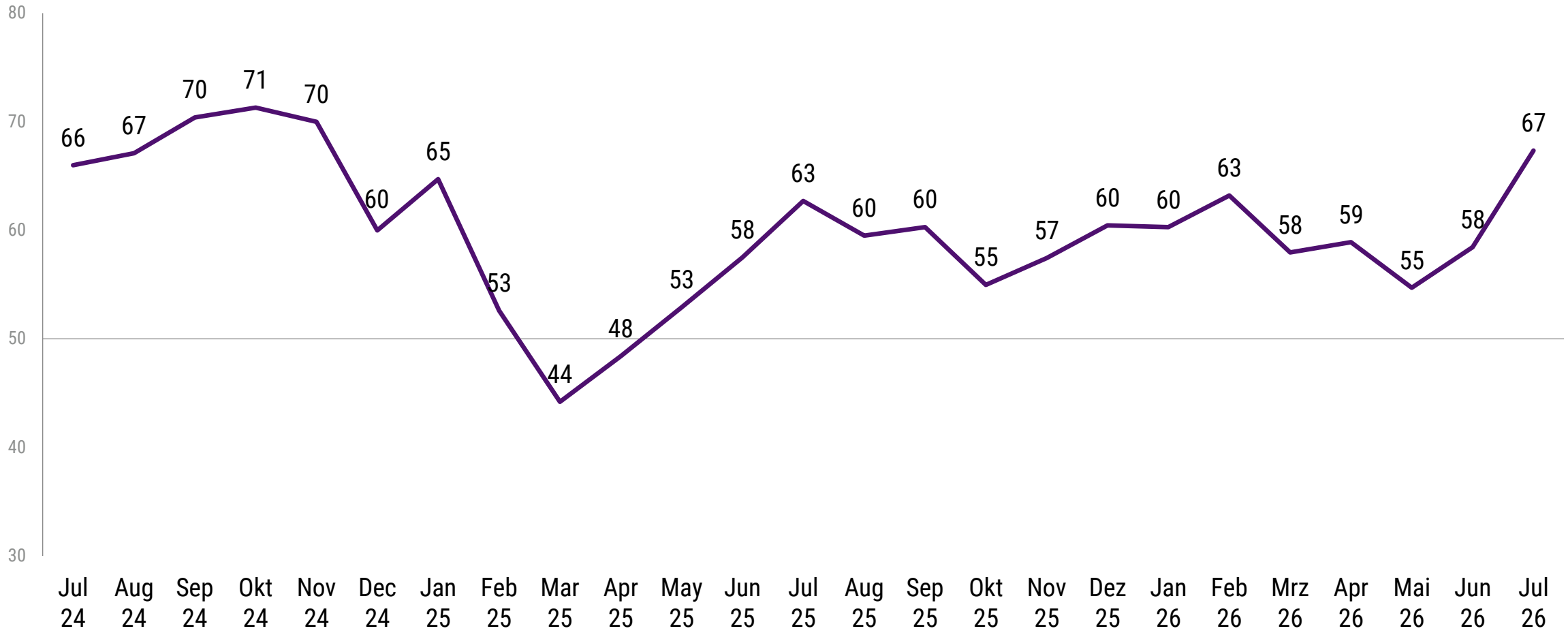
Source: *HPS-CivicScience Economic Sentiment*

Consumer Confidence Canada



Source: Trading Economics

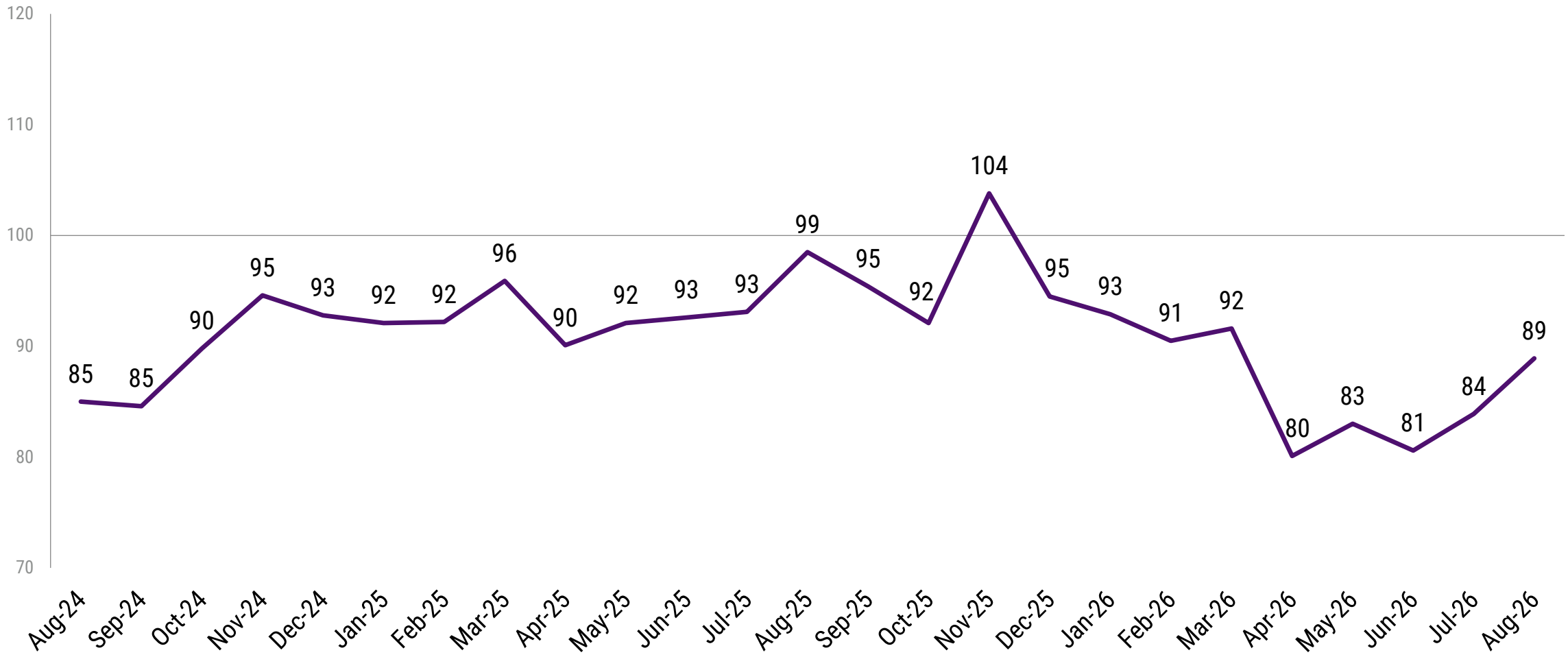
Consumer Confidence Canada



Source: Home - Signal49 Research

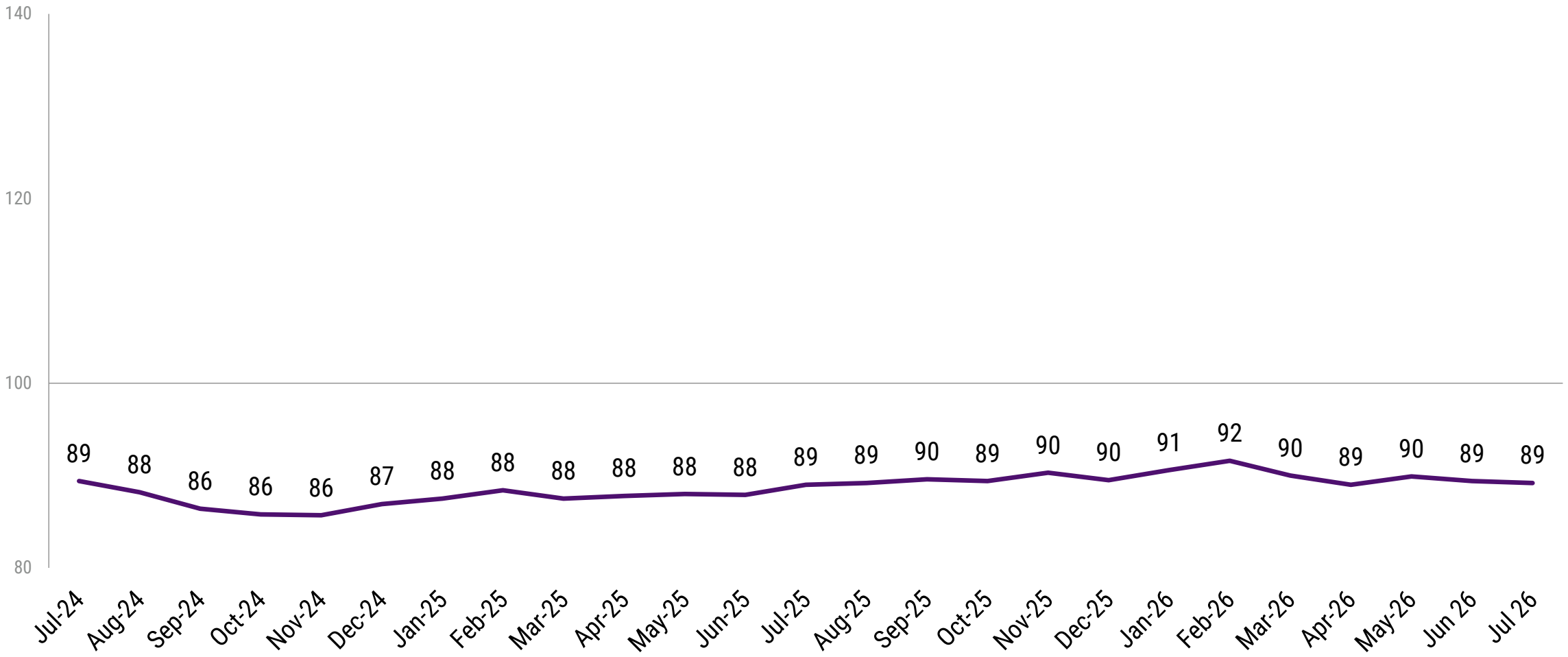
*new calculation basis since Sep 25; latest data available – July 26.

Consumer Confidence Australia



Source: Trading Economics

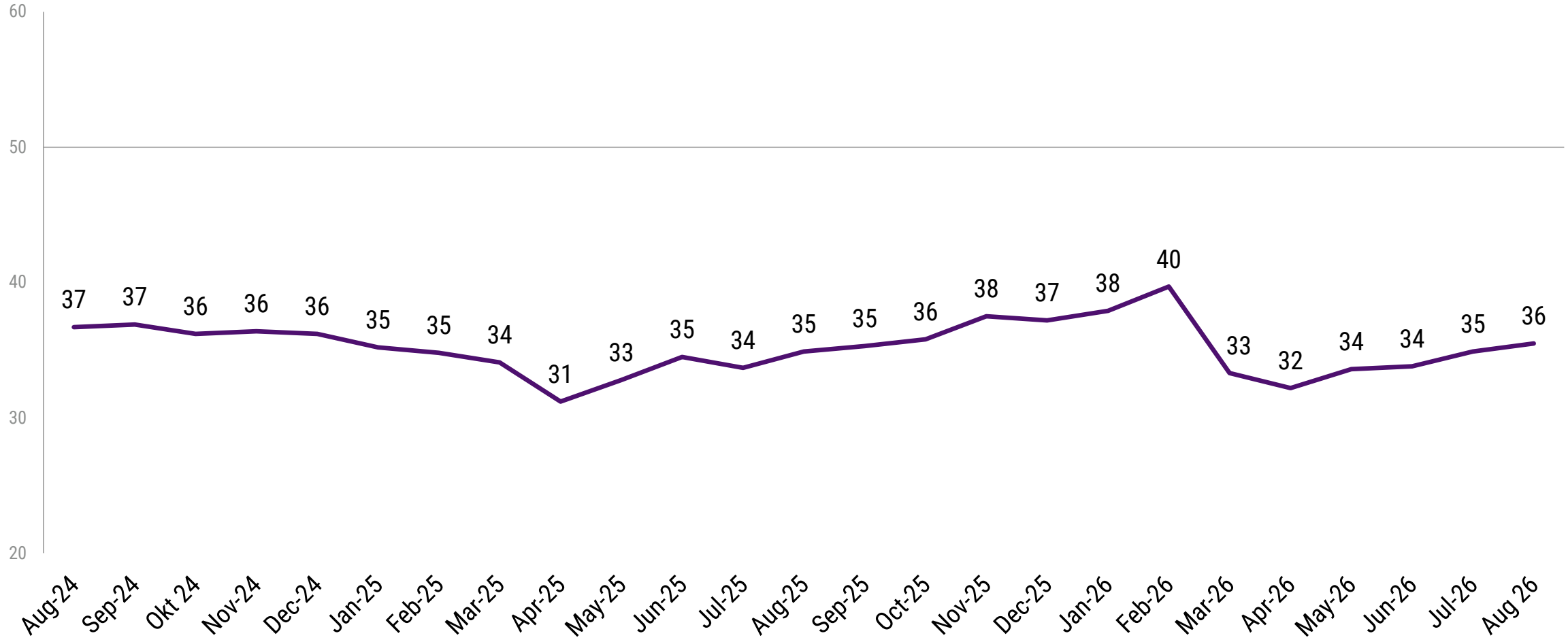
Consumer Confidence China



Source: Trading Economics

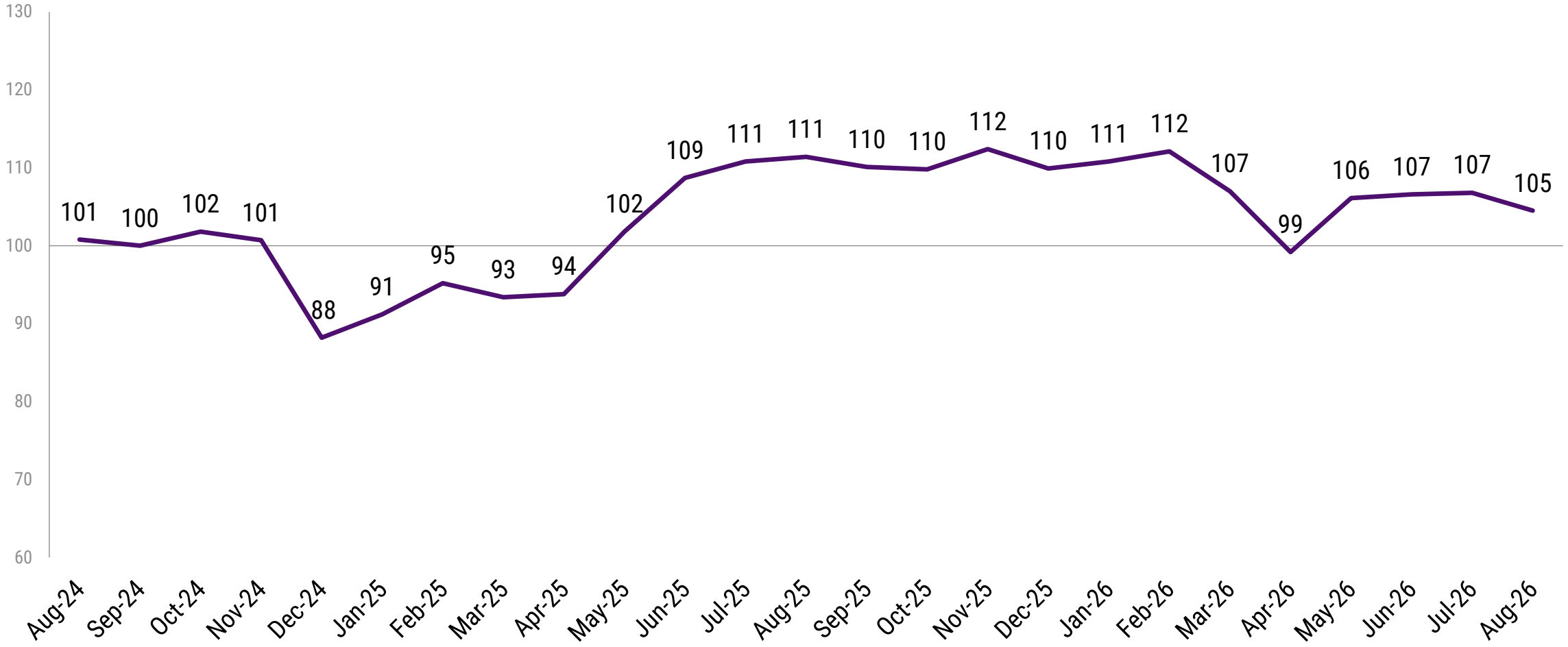
*latest available data is July 26.

Consumer Confidence Japan



Source: Traiding Economics

Consumer Confidence South Korea



Source: Trading Economics

Consumer Confidence – Definitions

Definitions Consumer Confidence EU Countries & Candidate Countries

The consumer confidence indicator is the arithmetic average of the balances (in percentage points) of the answers to the questions on:

the financial situation of households in the past

How has the financial situation of your household changed over the last 12 months? It has …
+ + 1 got a lot better + 2 got a little better = 3 stayed the same − 4 got a little worse − − 5 got a lot worse (don't know)

the financial situation of households in the future

How do you expect the financial position of your household to change over the next 12 months? It will …
+ + 1 get a lot better + 2 get a little better = 3 stay the same − 4 get a little worse − − 5 get a lot worse (don't know)

the general economic situation

How do you expect the general economic situation in this country to develop over the next 12 months? It will ...
+ + 1 get a lot better + 2 get a little better = 3 stay the same − 4 get a little worse − − 5 get a lot worse (don't know)

acquisition costs on major purchases

Compared to the past 12 months, do you expect to spend more or less money on major purchases (furniture, electrical/electronic devices etc.) over the next 12 months? I will spend …
+ + 1 much more + 2 a little more = 3 about the same − 4 a little less − − 5 much less (don't know)

Source: European Commission

Consumer Confidence EU & Candidate Countries

From June 2009 it was decided not to seasonally adjust question 7 which refers to unemployment. This causes a change in backdata. Besides data for Portugal has been revised by the partner institute.

With effect from May 2011, a number of partner institutes in the BCS program have changed; this may have caused a break in some series.

An analysis on December 2017 shows that, an indicator combining survey questions about consumers' personal finances with their expectations in respect of macro-economic developments clearly outperforms all alternatives tested, including the current CCI.

The 'Micro-and-Expectations-Mix' indicator is therefore chosen as the European Commission's new official CCI (arithmetic mean of the balance series to the four survey question on chart 28), replacing the current CCI as of January 2019.

Source: European Commission

Consumer Confidence Spain

The monthly Consumer Confidence Index (CCI) was compiled in Spain by the Official Credit Institute between 2004 and 2011. Since November 2011, the CCI has been compiled by the Center for Sociological Research.

The CCI is calculated as the arithmetic average of the current situation of the household economy, the Spanish economy, and employment, compared to six months ago, and the respective expectations for the next six months.

Both the CCI and the current situation and expectations indices can take values ranging from 0 to 200. A value above 100 indicates a positive consumer perception, and a value below 100 indicates a negative perception.

In the current document “Monthly Statistics” the percent point difference between the value in 2005 (base line) and the current month is taken as figure.

A more detailed explanation of the ICC and its methodology can be found at the following link: http://www.cis.es/cis/opencms/ES/13_Indicadores/Indicadores/ICC/index.jsp

Source: OECD

Consumer Confidence UK

This consumer confidence indicator provides an indication of future developments of households' consumption and saving, based upon answers regarding their expected financial situation, their sentiment about the general economic situation, unemployment and capability of savings. An indicator above 100 signals a boost in the consumers' confidence towards the future economic situation, as a consequence of which they are less prone to save, and more inclined to spend money on major purchases in the next 12 months. Values below 100 indicate a pessimistic attitude towards future developments in the economy, possibly resulting in a tendency to save more and consume less.

Source: OECD

Consumer Confidence UK - GfK

The GfK Consumer Confidence Index for the UK is a measure of how optimistic or pessimistic consumers feel about the UK economy and their own financial situations. It is a key economic indicator, reflecting future spending and overall economic health. The index is calculated based on a survey of approximately 2,000 UK consumers who are asked about their views on personal finances, the general economic situation, and the likelihood of making major purchases.

- Survey Methodology:
- The index is derived from a survey where consumers rate their perceptions of past and future economic conditions and their financial situation.
- Major Purchase Question:
- A key component of the survey asks about the timing of major purchases like furniture or electrical goods, indicating whether consumers feel now is a good time to spend.
- Savings Question:
- While not part of the overall index calculation, the survey also asks about the perceived suitability of saving, providing insight into consumers' inclination to save vs. spend.
- Overall Index Score:
- The answers to the survey questions are combined into an overall index score, with a reading above zero indicating optimism and below zero indicating pessimism.

Source: GfK Concumer Confidence

Consumer Confidence Russia

For Russia, the Consumer Confidence Overall Index is based on a survey of 5,000 people aged 16+ leaving in all regions of the country. The index is an arithmetical average of 5 indices: the change in the respondent's personal financial situation over the last 12 months and next 12 months, the change in the country's economic situation over the last year and in the next 12 months, and the current climate for durable goods purchase. The index shows the difference between the percentage share of persons that are optimistic and the percentage of persons that are pessimistic. It takes a value between -100 (all respondents asses their situation as poor and expect it to become worse) and 100 (all participants are satisfied with the current situation and expect it to improve); 0 indicates neutrality.

Source: Trading Economics

Consumer Confidence US

The **Conference Board Consumer Confidence Index (CCI)** is a barometer of the health of the U.S. economy from the perspective of the consumer. The index is based on consumers' perceptions of current business and employment conditions, as well as their expectations for six months hence regarding business conditions, employment, and income. The Consumer Confidence Index and its related series are among the earliest sets of economic indicators available each month and are closely watched as leading indicators for the U.S. economy.

Present Situation Index

1. Respondents' appraisal of current business conditions.
2. Respondents' appraisal of current employment conditions.

Expectations Index

3. Respondents' expectations regarding business conditions six months hence.
4. Respondents' expectations regarding employment conditions six months hence.
5. Respondents' expectations regarding their total family income six months hence.

Calculation of the Consumer Confidence Index

Each of the five CCS survey questions has three response options: positive, negative, or neutral. The response proportions to each question are seasonally adjusted. For each question, the positive figure is divided by the sum of the positive and negative to yield a proportion, which we call the "relative" value. For each question, the average relative value for the calendar year 1985 is then used as a benchmark to yield the index value for that question.

Source: Conference Board

Consumer Confidence US

The **HPS-CivicScience Economic Sentiment Index ("ESI")** is a "living" index that measures U.S. adults' expectations for the economy going forward, as well as their feelings about current conditions for major purchases. The primary goal of the Index is to accurately measure movements in overall national economic sentiment, and to provide a more sophisticated alternative to existing economic sentiment indices. Unlike other prominent indices that release consumer sentiment estimates infrequently, the HPS-CivicScience Index is updated in real time as responses are collected continuously every hour, every day. Large-scale cross-tabulation of survey responses and consumer attributes enable more granular analyses than are currently possible through prevailing measures.

For each question the percentage of pessimistic responses is subtracted from the percentage of optimistic responses and converted to a 0 to 100 scale.

The Index number represents the mean score for all five questions.

If all respondents give optimistic answers to all five questions in a given time period, then the Index will be at 100; if all are pessimistic, then 0.

1. Given the current state of the economy, is now a good time or a bad time to make a major purchase like a new car or home improvements?
2. Given the current state of your local market, is now a good or bad time to purchase a new home?
3. Looking ahead six months, do you think the U.S. economy will get better, stay the same, or get worse?
4. Over the next six months, do you think it will become easier or more difficult to find a new job?
5. Over the next six months, do you expect your personal financial situation to get better, stay the same, or get worse?

Source: HPS-CivicScience

Consumer Confidence Canada

In Canada, the Index of Consumer Confidence is calculated from the combination of responses to 11 survey questions. Those questions, current state of the economy in the local area and in the country and its expected state 6 mths ahead; current personal financial situation and the expected situation 6 mths ahead; making a major purchase like a home or car now compared to 6 mths ago; making other household purchases now compared to 6 mths ago; confidence about own and relatives' job security and own ability to invest in the future and save money for retirement now compared to 6 mths ago and losing job as a result of economic conditions in the last 6 months and in the coming 6 mths. Consumer confidence is measured on a scale of 0 to 100, where 0 indicates an extreme lack of confidence, 50 neutrality and 100 extreme confidence.

Source: Conference Board

Consumer Confidence Canada by The Conference Board of Canada

About the Index of Consumer Confidence

The Index of Consumer Confidence is based on the Conference Board's survey of Canadian households. It tracks consumers' levels of optimism regarding current economic conditions, personal financial positions, short-term employment outlook, and making major purchases—as well as their expectations for the coming six months.

This index is a crucial indicator of near-term sales for companies in the consumer products sector.

Source: The Conference Board of Canada: https://www.conferenceboard.ca/focus-areas/canadian-economics/icc/

Consumer Confidence Australia

The Consumer Sentiment Index is based on a survey of over 1,200 Australian households. The Index is an average of five component indexes which reflect consumers' evaluations of their household financial situation over the past year and the coming year, anticipated economic conditions over the coming year and the next five years, and buying conditions for major household items. The index scores above 100 indicate that optimists outweigh pessimists.

Source: Trading Economics

Consumer Confidence China

In China, the consumer confidence index is based on a survey of 700 individuals over 15 years old from 20 cities all over the country. This composite index covers the consumer expectation and consumer satisfaction index, thus measures the consumers' degree of satisfaction about the current economic situation and expectation on the future economic trend. The Index measures consumer confidence on a scale of 0 to 200, where 200 indicate extreme optimism, 0 extreme pessimism and 100 neutrality.

Source: Trading Economics

Consumer Confidence Japan

In Japan, the Monthly Consumer Confidence survey data is collected by direct visit and covers about 4,700 households consisting of more than two persons. The questionnaire covers four subjects: consumer perceptions of overall livelihood, income growth, employment and willingness to buy durable goods. For each subject an index based on the respondents' evaluation of what they consider the prospects to be over the next six months is created. The Consumer Confidence Index is the simple average of the four consumer perception indexes. A score above 50 indicates optimism, below 50 shows lack of confidence and 50 indicates neutrality.

Source: Trading Economics

Consumer Confidence South Korea

In South Korea, the Composite Consumer Sentiment Index (CCSI) measures the level of optimism that consumers have about the performance of the economy. The index is based on a survey of around 2200 households. The CCSI is computed as a sum of six variables, including current living standards, prospective household income and prospective spending. A CCSI above 100 indicates an improving outlook and below 100 a deteriorating outlook.

Source: Trading Economics