



PRESS RELEASE

July 2023: Consumer confidence declines sharply among many European countries

Sentiment is significantly down in Great Britain, France, Hungary, and the Netherlands

Washington, DC, July 20, 2023 — Ipsos' Global Consumer Confidence Index continues to show stability this month, up 0.2 point from last month to 47.6. Among 29 economies measured, seven show significant gains in consumer sentiment while six show a notable decline. The global Current and Investment indices are up by half a point, while the Expectations index is down half a point. The global Jobs index remains virtually unchanged for the second consecutive month.

Sentiment increased most of all in the U.S. (+4.8 points) after last month's abrupt decline that could potentially be attributed to Americans' concerns about the months-long fight in Congress over raising the U.S. debt ceiling and fears of the U.S. defaulting on its debt. This month's score is the highest for the U.S. in fourteen months.

In contrast, consumer confidence fell sharply in many European countries this month. Hungary, which remains in recession and continues to experience high inflation, shows the steepest drop this month among all countries (-4.7 points). Great Britain, also dealing with inflationary pressures, declined by 4.2 points after reaching its highest point in fifteen months last month. Sentiment is also down significantly in both the Netherlands (-2.4) and France (-2.1).

The Global Consumer Confidence Index is the average of all surveyed countries' Overall or "National" indices. This month's installment is based on a monthly survey of more than 21,000 adults under the age of 75 from 29 countries conducted on Ipsos' Global Advisor online platform. This survey was fielded between June 23 and July 7, 2023.

1-month change (vs June 2023)

Significant losses (-2.0 or less)		Significant gains (+2.0 or more)	
Hungary	-4.7	U.S.	+4.8
Great Britain	-4.2	Colombia	+4.0
Thailand	-2.7	Israel	+3.6
Netherlands	-2.4	South Africa	+3.1
Indonesia	-2.2	Sweden	+2.9
France	-2.1	Argentina	+2.6
		South Korea	+2.0

Source: Ipsos | Global Consumer Confidence Index - July 2023
• Created with Datawrapper



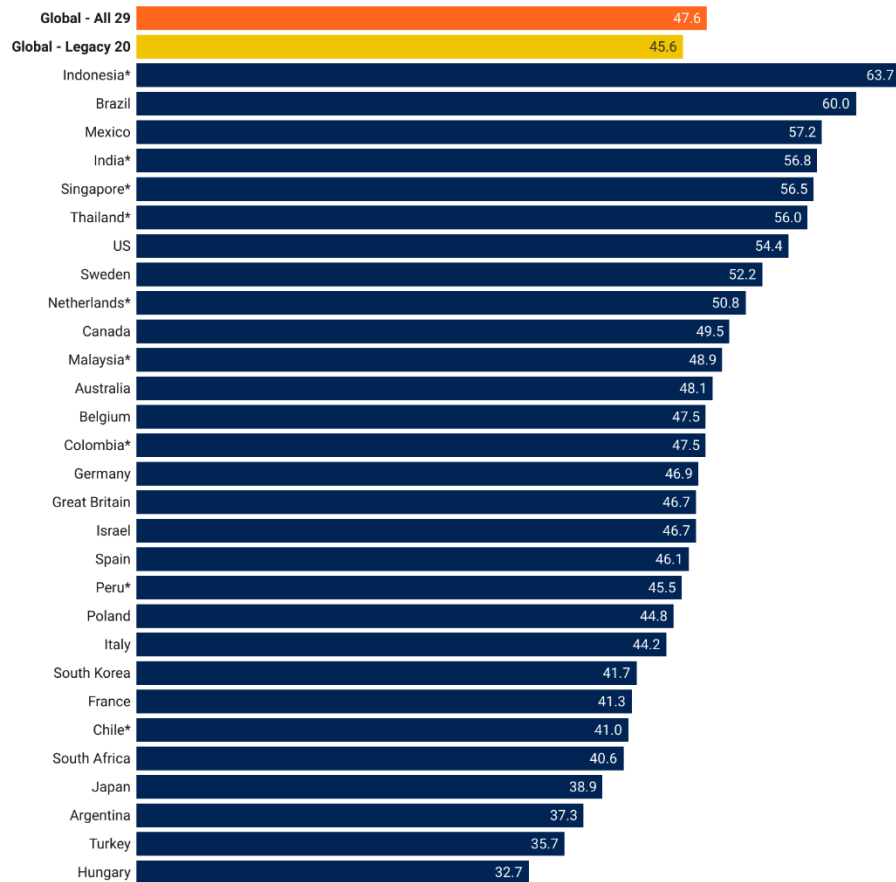


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Consumer sentiment in 29 countries

Among the 29 countries, Indonesia (63.7) continues to hold the highest National Index score this month. Brazil (60.0), whose score this month is the country's highest since **February 2013**, joins Indonesia as the only countries with a National Index score of 60 or higher.

Overall Consumer Confidence Index - July 2023



21,200 adults aged 18+ in India, 18-74 in Canada, Israel, Malaysia, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, conducted on Ipsos' Global Advisor online platform and, in India, on its IndiaBus platform.

NOTES

New: Index based on single-month only data

Global All 29: average all 29 countries

Global Legacy 20: average all 20 long-tracked countries (i.e., excluding the 9 added or modified in February 2023)

* Country added or modified in February 2023

Chart: Ipsos • Source: Ipsos | Global Consumer Confidence Index - July 2023

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Seven other countries show a National Index above the 50-point mark: Mexico (57.2), India (56.8), Singapore (56.5), Thailand (56.0), the U.S. (54.4), Sweden (52.2), and the Netherlands (50.8).

In contrast, just four countries show a National Index below the 40-point mark: Japan (38.9), Argentina (37.3), Turkey (35.7), and Hungary (32.7). Of note, South Korea (41.7) has risen above the 40-point mark for the first time since July 2022.

Compared to 12 months ago, Australia (-5.0) is the only country to show a significant drop, while Brazil (+13.9) and Turkey (+10.0) continue to show the largest gains.

1-year change (vs July 2022)

Largest losses		Largest gains	
Australia	-5.0	Brazil	+13.9
		Turkey	+10.0
		Mexico	+7.6
		Belgium	+7.1
		Poland	+5.8
		Spain	+5.5
		Italy	+5.4
		U.S.	+4.9
		Great Britain	+3.4
		South Africa	+2.3
		Argentina	+2.2

Source: Ipsos | Global Consumer Confidence Index - July 2023
• Created with Datawrapper



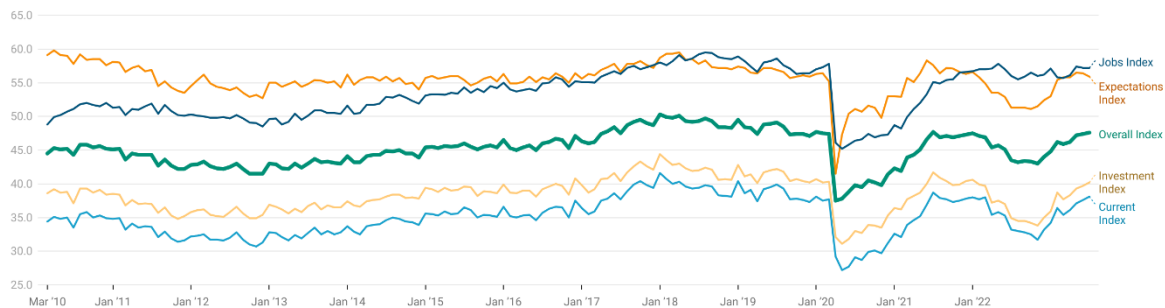


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Trends

Ipsos' Global Consumer Confidence Index (based on all 29 countries surveyed) currently reads at 47.6, showing stability (+0.2 point) for the second consecutive month. Based only on the "legacy 20 countries" tracked since March 2010, it would read at 45.6.

All Indices – 13-year trend
Global averages including countries added in 2023



Indices based on single-month only data for all months since March 2010
* Averages for any given month based on all countries surveyed that month
Source: Global Consumer Confidence Index | July 2023
• Created with Datawrapper

The Current sub-index, reflecting consumers' perceptions of the economic climate and their current purchasing, jobs, and investment confidence, shows a gain across the 29 countries of 0.5 point to 38.1. The index has had significant month-over-month increases for four consecutive months and has gained 2.6 points in that time frame. Nine countries show a significant month-over-month gain (at least 2 points) in their Current index, while seven countries show a significant loss.

The Investment sub-index, indicative of consumers' perception of the investment climate, records a 29-country average increase of 0.5 point since last month to 40.2. After showing volatility to begin the year, the index has gained 2.5 points in the past four months. Nine countries show a significant gain in their Investment index, and seven countries show significant losses.

The Expectations sub-index, indicative of consumer expectations about future economic conditions, declined by 0.5 point this month and sits at 55.9. In total, just four countries show significant gains in their Expectations index, compared to nine that show significant losses.

The Jobs sub-index, reflecting perceptions about jobs security and the jobs market, remains virtually unchanged (+0.1) and sits at 57.2 this month. Seven countries show significant gains in their Jobs index, while six countries show significant losses.

Of note, Great Britain and Hungary show significant declines (of at least 2 points) across all four sub-indices. In contrast, Israel is the only country to show significant month-over-month gains across all four sub-indices.



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Countries experiencing notable gains and losses since June

1-month change											
Current		Expectations		Investment		Jobs					
Current personal financial situation, local economy, employment		Expected future personal financial situation, local economy, employment		Purchasing and investment confidence, personal financial situation and outlook		Job security confidence, job loss experience, employment outlook					
Significant losses (-2.0 or less)	Significant gains (+2.0 or more)	Significant losses (-2.0 or less)	Significant gains (+2.0 or more)	Significant losses (-2.0 or less)	Significant gains (+2.0 or more)	Significant losses (-2.0 or less)	Significant gains (+2.0 or more)	Significant losses (-2.0 or less)	Significant gains (+2.0 or more)	Significant losses (-2.0 or less)	Significant gains (+2.0 or more)
Hungary -5.8	U.S. +6.9	Thailand -5.1	South Africa +5.2	Hungary -6.5	Singapore +6.5	Singapore -6.0	U.S. +5.1				
Netherlands -4.2	Colombia +6.1	Great Britain -5.1	Poland +3.7	Netherlands -5.1	Colombia +6.0	Thailand -4.4	Israel +4.5				
Great Britain -4.0	Singapore +5.7	Indonesia -5.0	South Korea +3.5	Great Britain -3.7	U.S. +5.9	Hungary -3.5	Brazil +4.2				
France -3.4	Sweden +4.6	Hungary -4.0	Israel +2.9	France -3.3	Sweden +4.0	Great Britain -3.2	Sweden +3.3				
Canada -3.0	Israel +3.6	Netherlands -2.5		Canada -3.1	Israel +3.7	Australia -2.9	Argentina +3.1				
Italy -2.5	South Africa +3.5	India -2.4		Mexico -2.7	South Africa +3.5	Italy -2.2	Chile +2.6				
Mexico -2.1	Argentina +3.4	France -2.3		Italy -2.0	Argentina +3.0		Peru +2.0				
	India +2.0	Turkey -2.1			Poland +2.6						
	South Korea +2.0	Australia -2.1			South Korea +2.3						

**SEE THE GRAPHIC REPORT FOR
MORE DETAILED TRENDS**



PRESS RELEASE

About the Study

These findings are based on data from a monthly 29-country survey conducted by Ipsos on its Global Advisor online survey platform and, in India, on its IndiaBus platform. They are first reported each month by Refinitiv as the Primary Consumer Sentiment Index (PCSI).

The results are based on interviews with over 21,200 adults aged 18+ in India, 18-74 in Canada, Israel, Malaysia, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The monthly sample consists of 1,000+ individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500+ individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals of whom 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Israel, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their populations. India's sample represents a large subset of its urban population — social economic classes A/B/C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of the sample in each country best reflects the demographic profile of the adult population according to the most recent census data.

The global indices and averages reported here reflect the average result for all the countries and markets in which the survey was conducted. They have not been adjusted to the population size of each country or market and are not intended to suggest "total" results.

Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. The precision of Ipsos online surveys is calculated using a Bayesian credibility interval with a survey of N=1,000 being accurate to +/- 3.5 percentage points and a survey of N=500 being accurate to +/- 5.0 percentage points. For more information on credibility intervals, visit [this page](#).

The Refinitiv/Ipsos Primary Consumer Sentiment Index (PCSI), ongoing since 2010, is a monthly survey of consumer attitudes on the current and future state of their local economy, personal financial situation, savings, and confidence to make major investments. The PCSI metrics reported each month for each of the countries surveyed consist of a "Primary Index" based on all 10 questions below and of several "sub-indices" each based on a subset of these 10 questions.

The publication of these findings abides by local rules and regulations.





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).

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