



PRESS RELEASE

July 2024: Consumer confidence mixed in Asia-Pacific

In contrast, sentiment is up in the Middle East and Africa

Washington, DC, July 23, 2024 — Ipsos' Global Consumer Confidence Index is unchanged since last month and remains at 48.5. The index shows stability for the fourth consecutive month and sits around one point higher than its reading from this time last year.

Among 29 economies measured, seven show significant gains in consumer sentiment and five show a notable decline.

Based only on the “legacy 20 countries” tracked since March 2010, the Index would read at 47.3, up 0.6 point and reversing last month's decline. The “legacy 20” index is now nearly two points higher than its reading from this time last year.

The Expectations sub-index, for the second consecutive month, is the only one to decrease significantly. The Current, Investment, and Jobs sub-indices show no significant change.

Consumer confidence is mixed in the Asia-Pacific. Singapore (-5.9 points) and Thailand (-4.5 points) both declined sharply this month. In contrast, sentiment is up in South Korea (+2.1 points).

In contrast, sentiment is up significantly in the Middle East and Africa. Türkiye (+3.8 points) rebounded from last month's decline and shows the second biggest increase among all countries. Additionally, confidence is also up in South Africa (+2.7 points).

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 21 and July 5, 2024.¹

1-month change (vs June 2024)

Significant losses (-2.0 or less)		Significant gains (+2.0 or more)	
Singapore	-5.9	Spain	+4.4
Poland	-4.6	Türkiye	+3.8
Thailand	-4.5	South Africa	+2.7
Great Britain	-2.6	Argentina	+2.4
Australia	-2.3	U.S.	+2.2
		South Korea	+2.1
		Mexico	+2.0

Source: Ipsos | Global Consumer Confidence Index - July 2024
• Created with Datawrapper

¹ Fieldwork was completed prior to the elections in Great Britain and the second round of the elections in France.



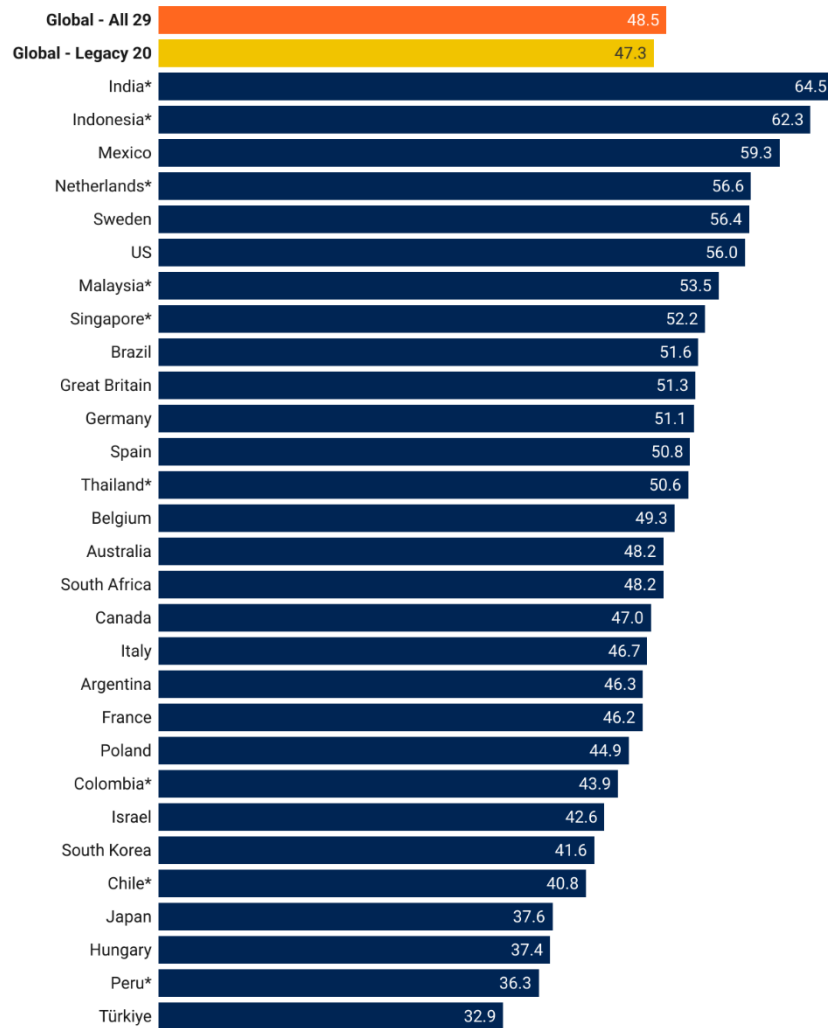


PRESS RELEASE

Consumer sentiment in 29 countries

Among the 29 countries, India (64.5) continues to hold the highest National Index score. India and Indonesia (62.3) are the only countries with a National Index score of 60 or higher.

Overall Consumer Confidence Index - July 2024



21,200 adults aged 18+ in India, 18-74 in Canada, Israel, Malaysia, South Africa, Türkiye, 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

Source: Ipsos | Global Consumer Confidence Index - July 2024

* Created with Datawrapper





PRESS RELEASE

Eleven other countries now show a National Index above the 50-point mark: Mexico (59.3), the Netherlands (56.6), Sweden (56.4), the U.S. (56.0), Malaysia (53.5), Singapore (52.2), Brazil (51.6), Great Britain (51.3), Germany (51.1), Spain (50.8) and Thailand (50.6).

Of note, Spain's National Index score is the highest for the country since tracking began back in March 2010.

In contrast, just four countries show a National Index below the 40-point mark: Japan (37.6), Hungary (37.4), Peru (36.3), and Türkiye (32.9).

Compared to 12 months ago, eight countries show a significant drop in consumer sentiment. In contrast, thirteen countries show a significant increase, most of all in Argentina (+9.0), India (+7.7), and South Africa (+7.6).

1-year change (vs July 2023)

Largest losses		Largest gains	
Peru	-9.2	Argentina	+9.0
Brazil	-8.5	India	+7.7
Thailand	-5.4	South Africa	+7.6
Singapore	-4.4	Netherlands	+5.8
Israel	-4.1	France	+4.9
Colombia	-3.6	Spain	+4.7
Türkiye	-2.8	Malaysia	+4.7
Canada	-2.6	Hungary	+4.6
		Great Britain	+4.6
		Germany	+4.2
		Sweden	+4.2
		Italy	+2.6
		Mexico	+2.0

Source: Ipsos | Global Consumer Confidence Index - July 2024
• Created with Datawrapper





PRESS RELEASE

Trends

Ipsos' Global Consumer Confidence Index (based on all 29 countries surveyed) currently reads at 48.5, unchanged since June. Based only on the "legacy 20 countries" tracked since March 2010, it would read at 47.3.

The Current sub-index, reflecting consumers' perceptions of the economic climate and their current purchasing, jobs, and investment confidence, shows a minimal, insignificant change (+0.1 point) and sits at 39.4. Ten countries show a significant month-over-month gain (at least 2 points) in their Current sub-index, compared to just five that show a significant loss.

The Investment sub-index, indicative of consumers' perception of the investment climate, also shows an insignificant change (+0.1 point) and now sits at 41.8. In total, ten countries show a significant gain in their Investment sub-index this month while six countries show a significant loss.

The Expectations sub-index, indicative of consumer expectations about future economic conditions, has declined significantly for the second consecutive month (-0.5 point) and is now at 57.0. South Africa and Argentina are the only countries to show significant gains in their Expectations sub-index, while six countries show a significant loss.

The Jobs sub-index, reflecting perceptions about jobs security and the jobs market, is relatively unchanged (+0.1 point) and is now at 57.0. Five countries show significant gains in their Jobs sub-index, and four countries show significant losses.

Of note, Poland and Thailand show significant losses (of at least 2 points) across all four sub-indices. **No countries** show significant month-over-month gains across all four sub-indices.



PRESS RELEASE

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)		
Singapore -9.5	Spain +7.4	Poland -6.3	South Africa +4.1	Singapore -10.2	Spain +7.1	Poland -5.7	Mexico +5.5		
Thailand -5.4	Türkiye +4.3	Thailand -4.4	Argentina +2.4	Thailand -5.1	Türkiye +4.7	Australia -3.4	Türkiye +4.4		
Great Britain -5.1	Netherlands +3.8	Australia -3.2		Great Britain -5.1	Germany +4.1	Thailand -3.4	France +2.9		
Poland -2.8	Argentina +3.8	India -3.1		Poland -2.6	Argentina +3.6	Chile -2.5	Spain +2.8		
Israel -2.0	Germany +3.6	Singapore -2.4		Colombia -2.2	U.S. +3.6		Hungary +2.2		
	Sweden +3.5	Israel -2.2		Indonesia -2.0	Sweden +3.2				
	South Korea +3.4				South Korea +3.2				
	U.S. +3.3				Netherlands +3.0				
	Malaysia +2.9				Malaysia +2.4				
	South Africa +2.5				South Africa +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 LSEG 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, Türkiye, 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 Türkiye. 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 Türkiye 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 LSEG/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.





PRESS RELEASE

For more information on this news release, please contact:

Chris Jackson
Senior Vice President, US, Public Affairs, Ipsos
chris.jackson@ipsos.com
+1 202 420 2025

Johnny Sawyer
Senior Research Manager, US, Public Affairs, Ipsos
johnny.sawyer@ipsos.com

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our 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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

