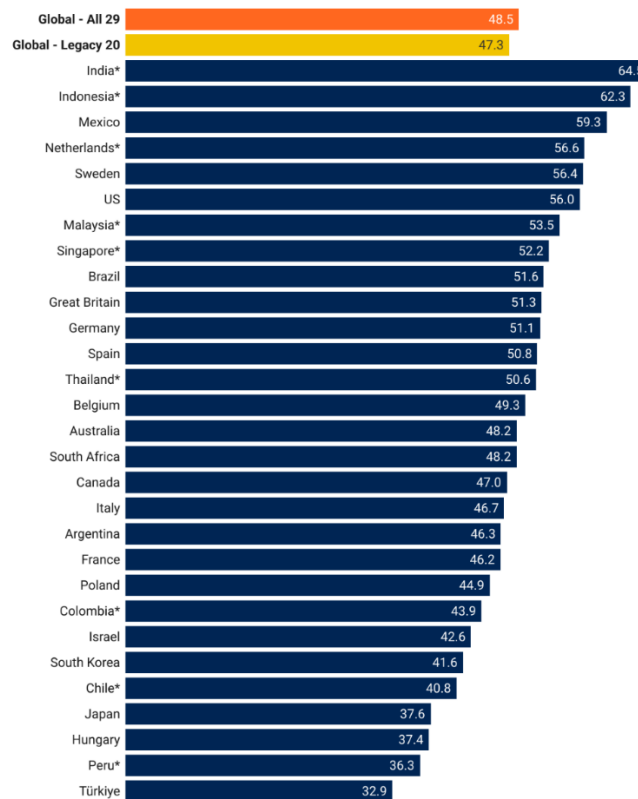


PRESS RELEASE

India retains top spot with highest national index score of 64.5 across 29 global markets: LSEG-Ipsos PCSI July 2024

New Delhi, July 30, 2024: The July 2024 wave of the LSEG-Ipsos Primary Consumer Sentiment Index (PCSI) shows India retaining the top spot across all 29 countries covered in the survey, with the highest national index score of 64.5, displaying the highest consumer sentiment, despite the sentiment lowering by -0.7 percentage points in July 2024.

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

India and Indonesia (62.3) are the only countries with a National Index score of 60 or higher.

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).

Notably, 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).

The LSEG-Ipsos PCSI maps consumer sentiment on 4 sub-indices and while sentiment around the **PCSI Current personal financial conditions sub index (Current Conditions) was up +0.1 percentage points, sentiment around the PCSI Employment Confidence ("Jobs") sub-index, has seen a minor dip of -0.2 percentage points; the PCSI Investment Climate ("Investment") sub-index too too has seen a minor dip of -0.2 percentage points; it's the PCSI Economic Expectations ("Expectations") Sub-Index that has dropped by -3.2 percentage points.**

Amit Adarkar, CEO, Ipsos India said, *"India being the highest on the national index score despite all the global ongoing disruptions, speaks volumes about our resilience and our demographic dividend steering our economy through domestic consumption. The good news is that personal finances have seen an uptick which means consumers have funds for day to day spends and running their households. Confidence is slightly shaken around the economy, as there is a global economic slowdown and in India too there was an initial setback on the govt being a coalition one with external support. But, after the budget, the dust has settled and both partners of TDP and JD(U) have vowed unstinting support to the govt to last its full term of 5 years. Things are back on grid and bode well for the economy and the confidence of the people in the system."*

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



PRESS RELEASE

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

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.



PRESS RELEASE

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.

About LSEG

LSEG is one of the world’s leading providers of financial markets infrastructure and delivers financial data, analytics, news and index products to more than 40,000 customers in over 170 countries. We help organisations fund innovation, manage risk and create jobs by partnering with customers at every point in the trade lifecycle: from informing their pre-trade decisions and executing trades to raising capital, clearing and optimisation. Backed by more than three centuries of experience, innovative technologies and a team of 25,000 people in over 60 countries, we are driving financial stability, empowering economies and enabling you to grow sustainably.

About Ipsos

Ipsos
303, 3rd Floor, Vipul Square
B Block, Sushant Lok, Part 1
Gurugram - 122003, Haryana
India
+91 01244692400

Madhurima Bhatia
Head of PR, Media Engagement & Partnerships, Ipsos India & APEC
madhurima.bhatia@ipsos.com
+91 9999318885

GAME CHANGERS





PRESS RELEASE

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 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 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). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com.

