GLOBAL CONSUMER CONFIDENCE INDEX: TRENDS SINCE 2010

A 30-country Global Advisor survey

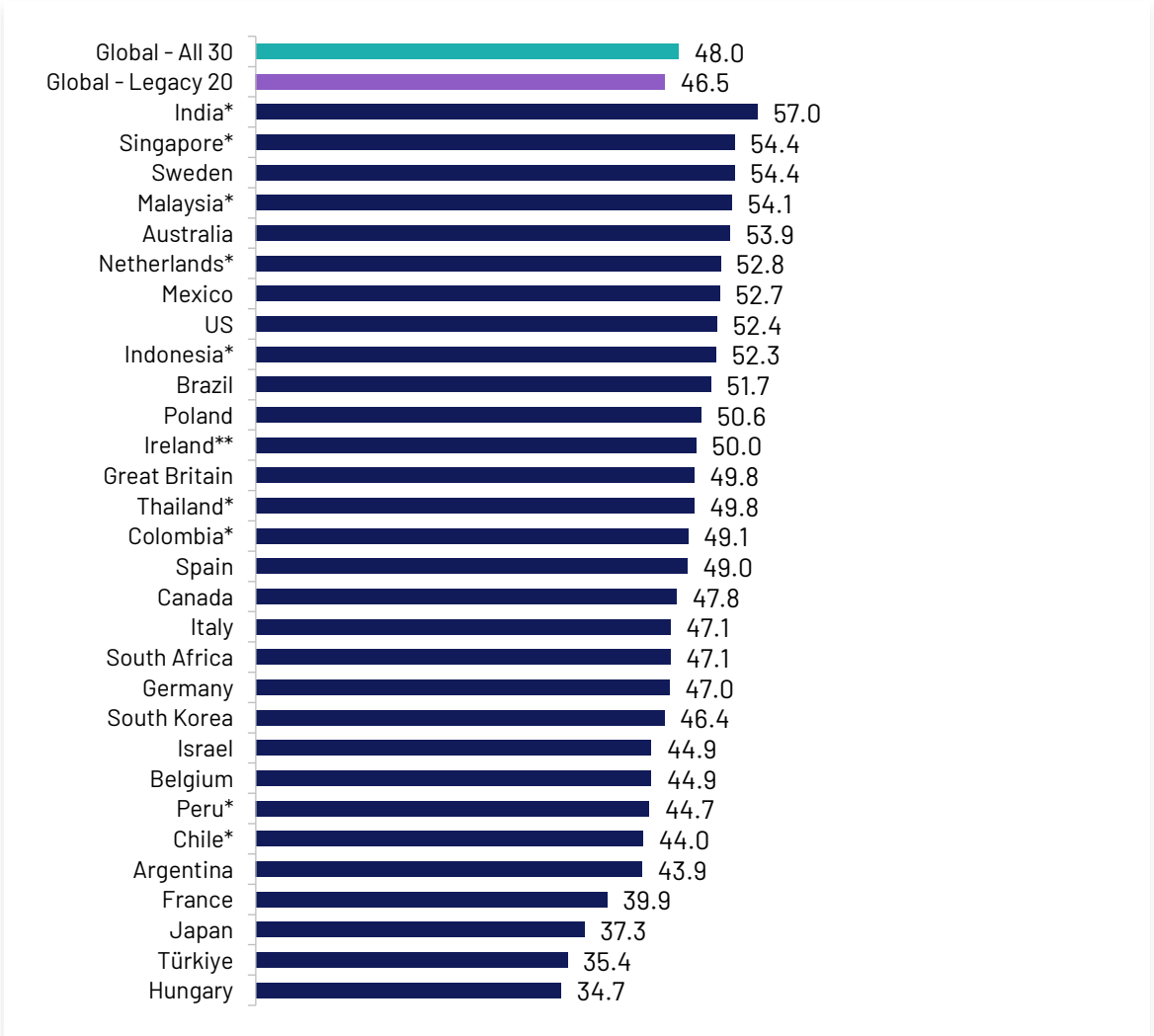
September 2025

Learn more: https://www.ipsos.com/en/ipsos-consumer-confidence-september-2025

GAME CHANGERS

Ipsos

Overall Consumer Confidence Index – September 2025



1-month change (vs. August 2025)

Significant losses (-2.0 or less)				Significant gains (+2.0 or more)			
Malaysia	-5.3			South Africa	+3.7		
Indonesia	-5.2			Colombia	+3.0		
Sweden	-3.0			Türkiye	+2.8		

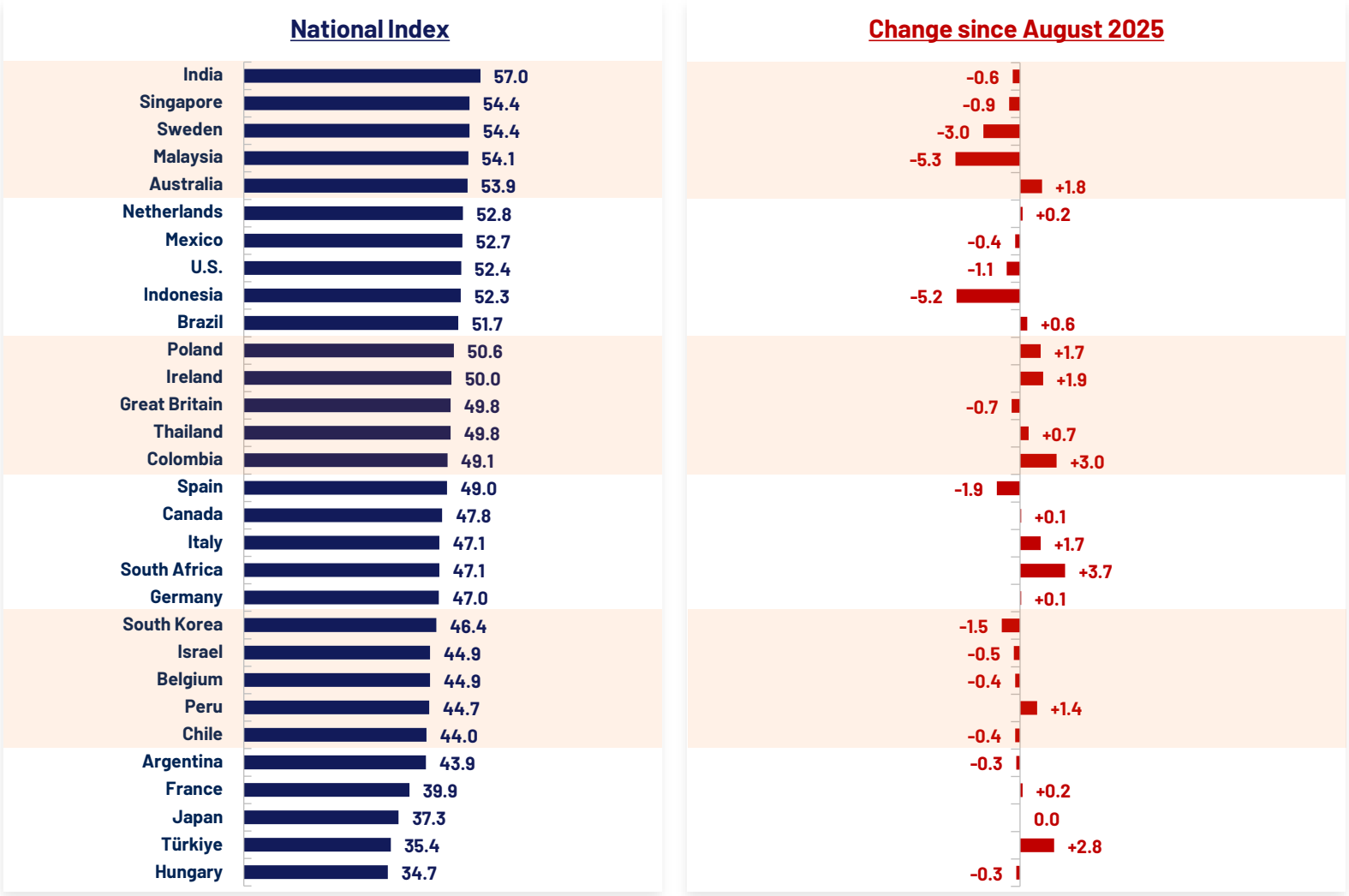
1-year change (vs. September 2024)

Significant losses (-2.0 or less)				Significant gains (+2.0 or more)			
Indonesia	-9.2	Belgium	-2.8	South Korea	+6.7		
Singapore	-8.1	U.S.	-2.7	Türkiye	+4.6		
France	-7.7	Thailand	-2.2	Colombia	+4.4		
Germany	-6.7	Japan	-2.2	Australia	+3.7		
India	-5.0			Poland	+3.6		
Netherlands	-4.6			Chile	+3.0		
Great Britain	-4.2			Malaysia	+2.9		
South Africa	-3.4						
Mexico	-3.2						

New: Index based on single-month only data
"Global All 30": average all 30 countries
"Global Legacy 20": average all 20 long-tracked countries (i.e., excluding the 10 added or modified starting in February 2023)
** Country added or modified in February 2023*
***Country added in May 2025*

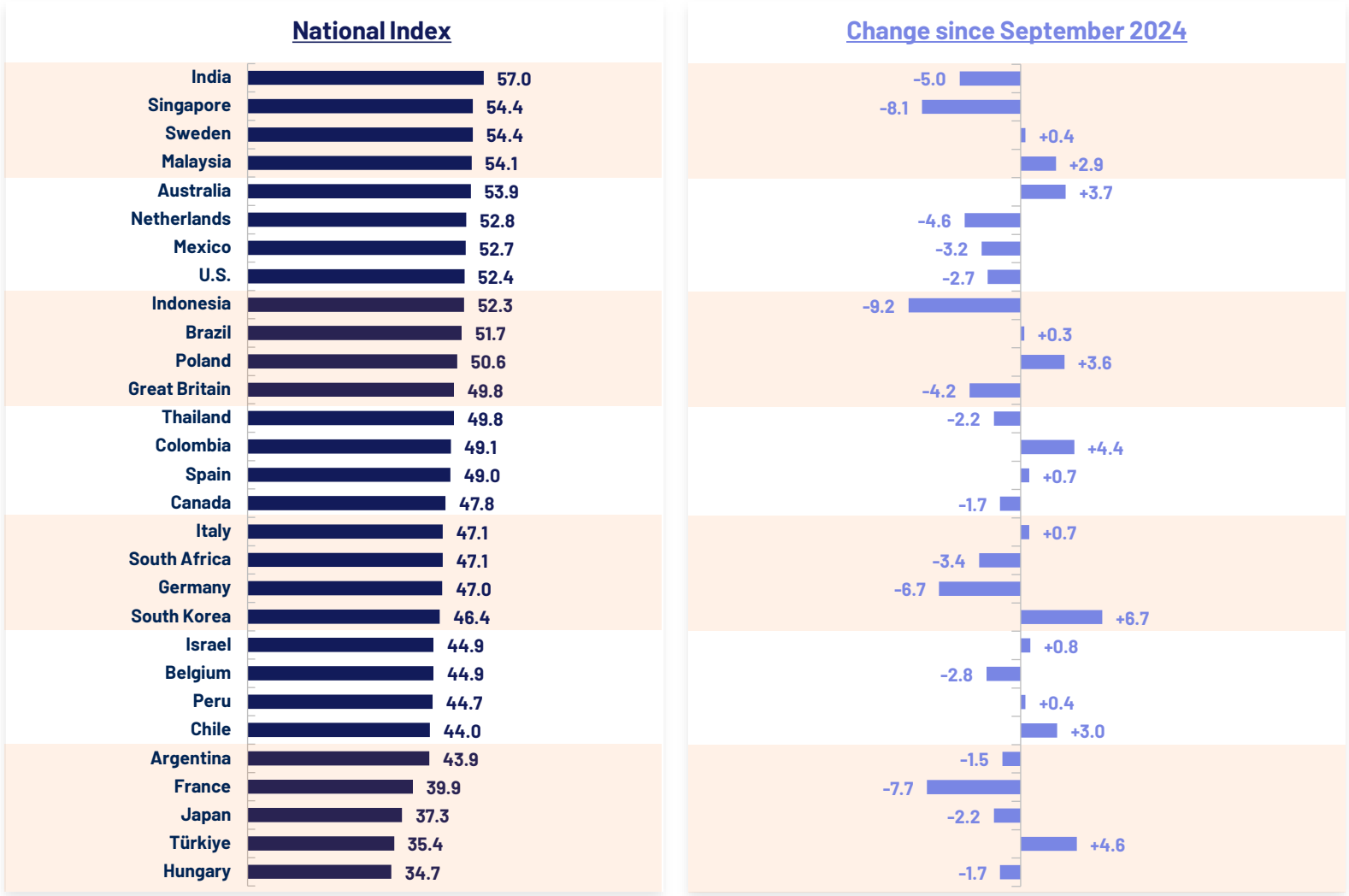
September 2025 Overall (or "National") Index *(Based on single-month only data)*

One-month change



September 2025 Overall (or "National") Index *(Based on single-month only data)*

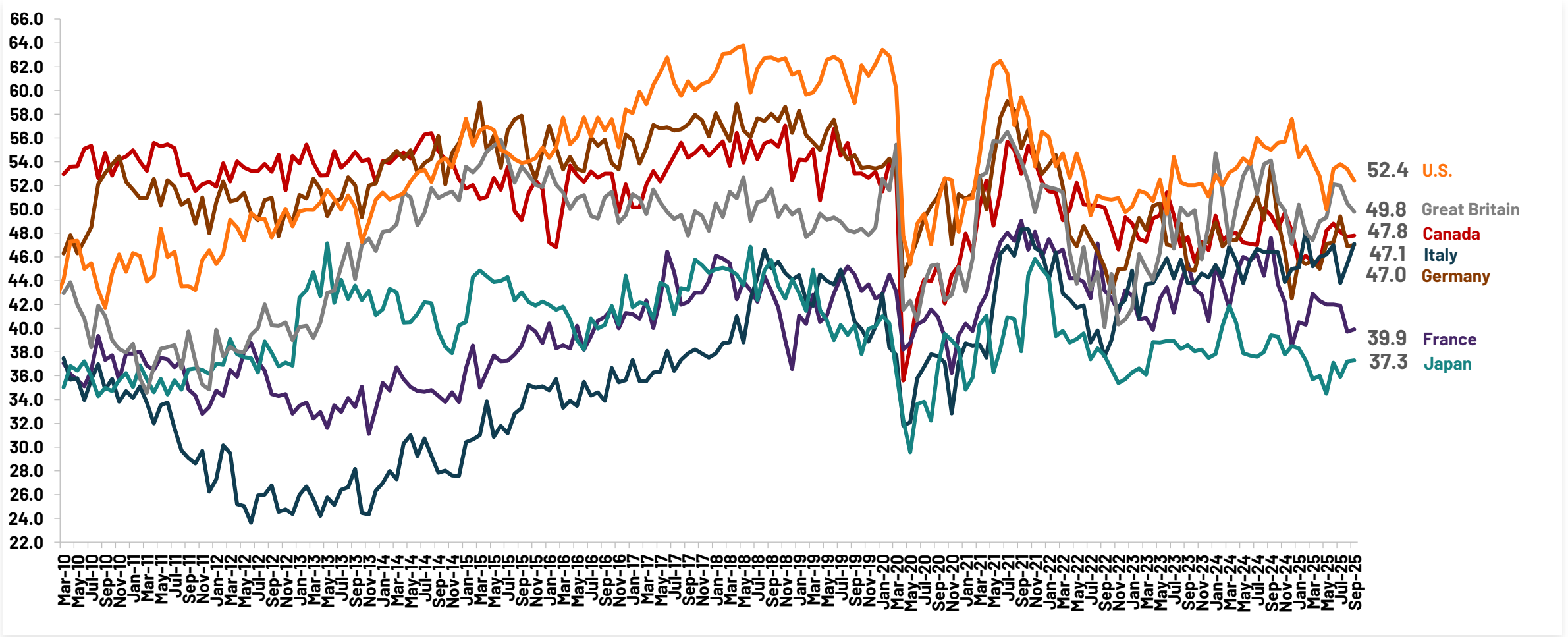
One-year change



Individual country trends

Overall consumer confidence index – 16-year trend
G7 countries

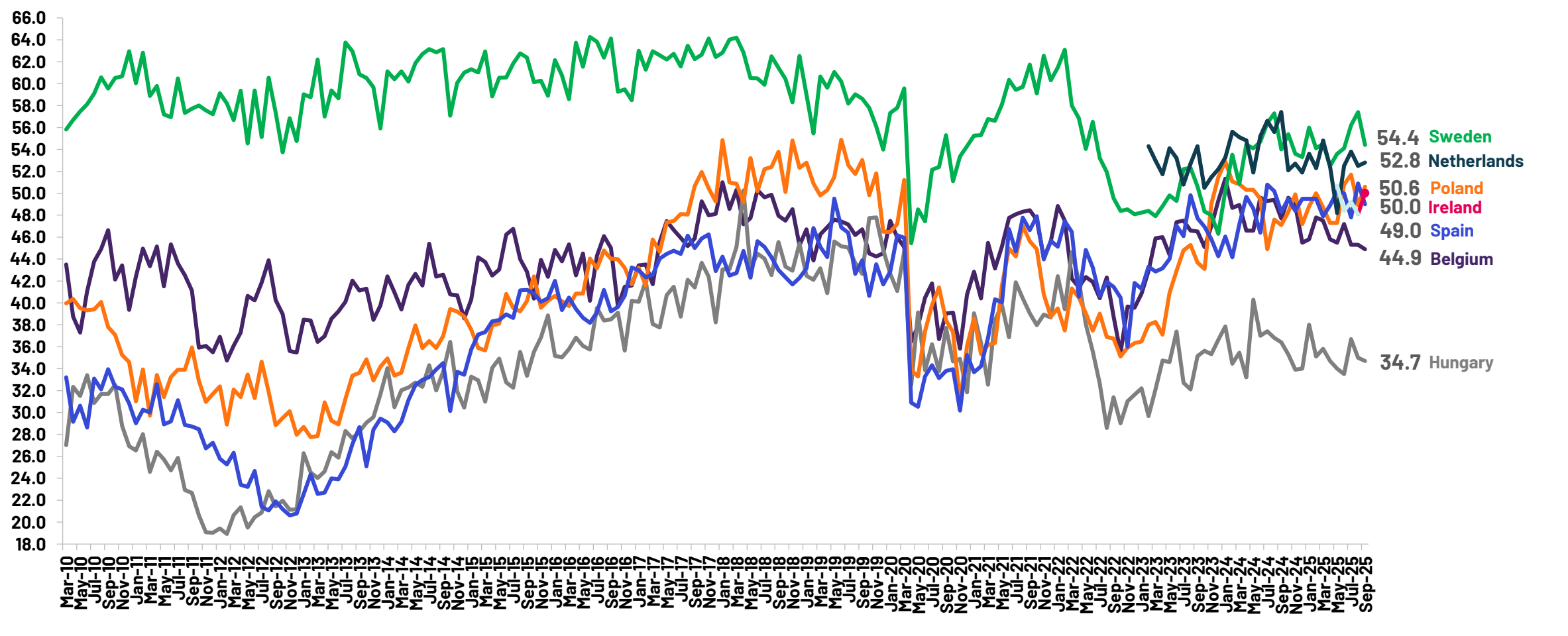
September 2025



Index based on single-month only data for all months since March 2010

Overall consumer confidence index – 16-year trend
Other Europe countries

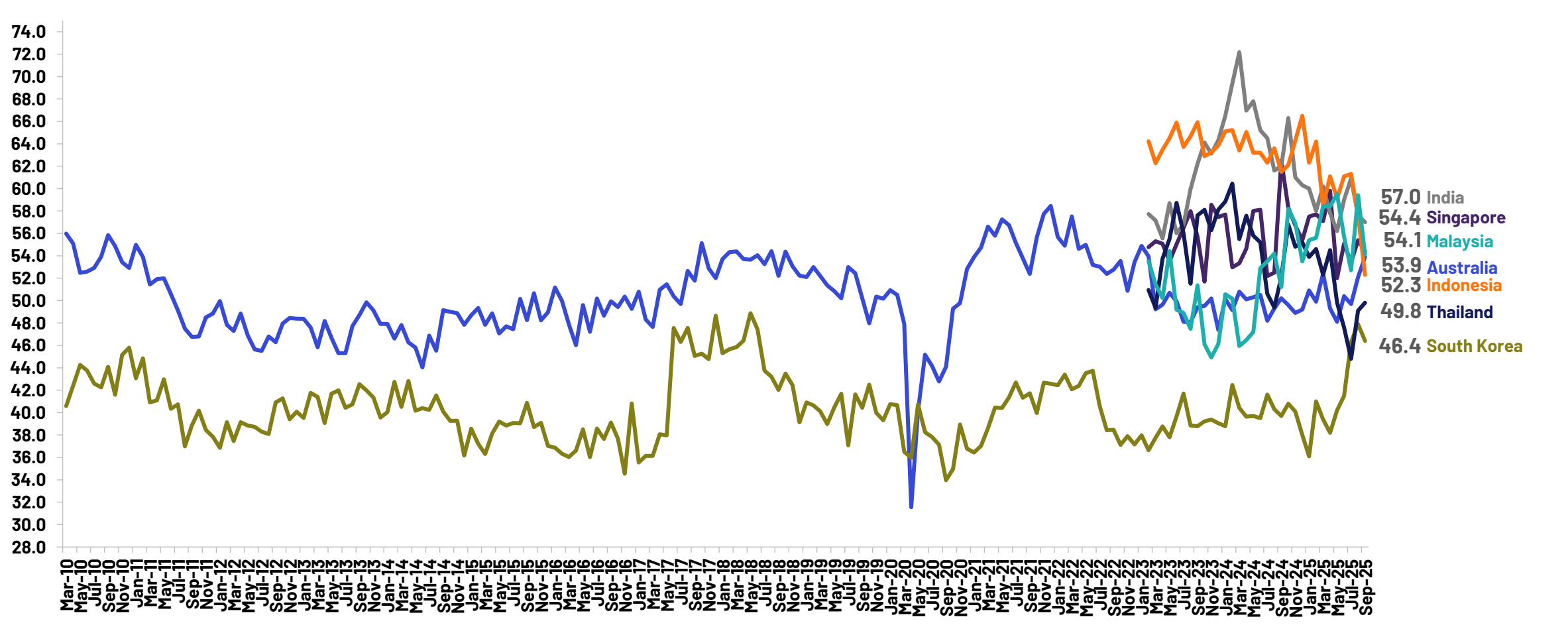
September 2025



Index based on single-month only data for all months since March 2010

Overall consumer confidence index – 16-year trend
Asia-Pacific countries

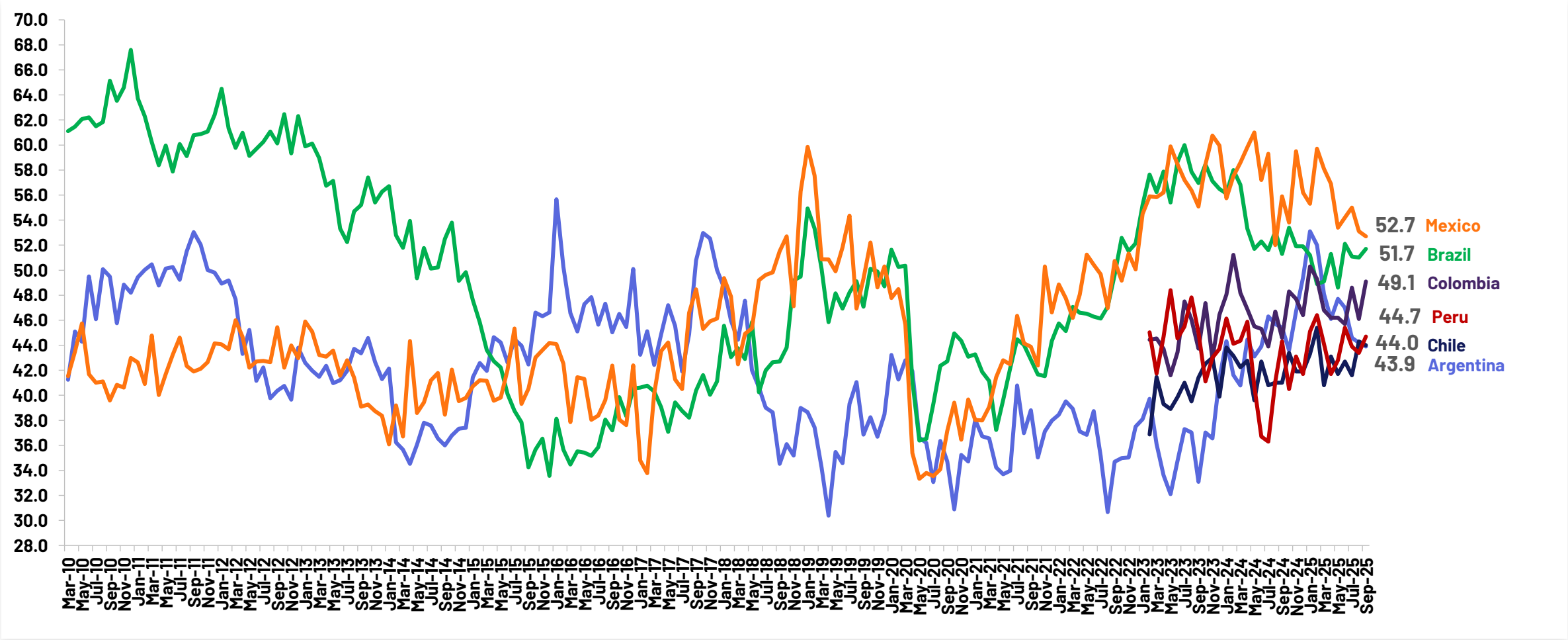
September 2025



Index based on single-month only data for all months since March 2010

Overall consumer confidence index – 16-year trend
Latin America countries

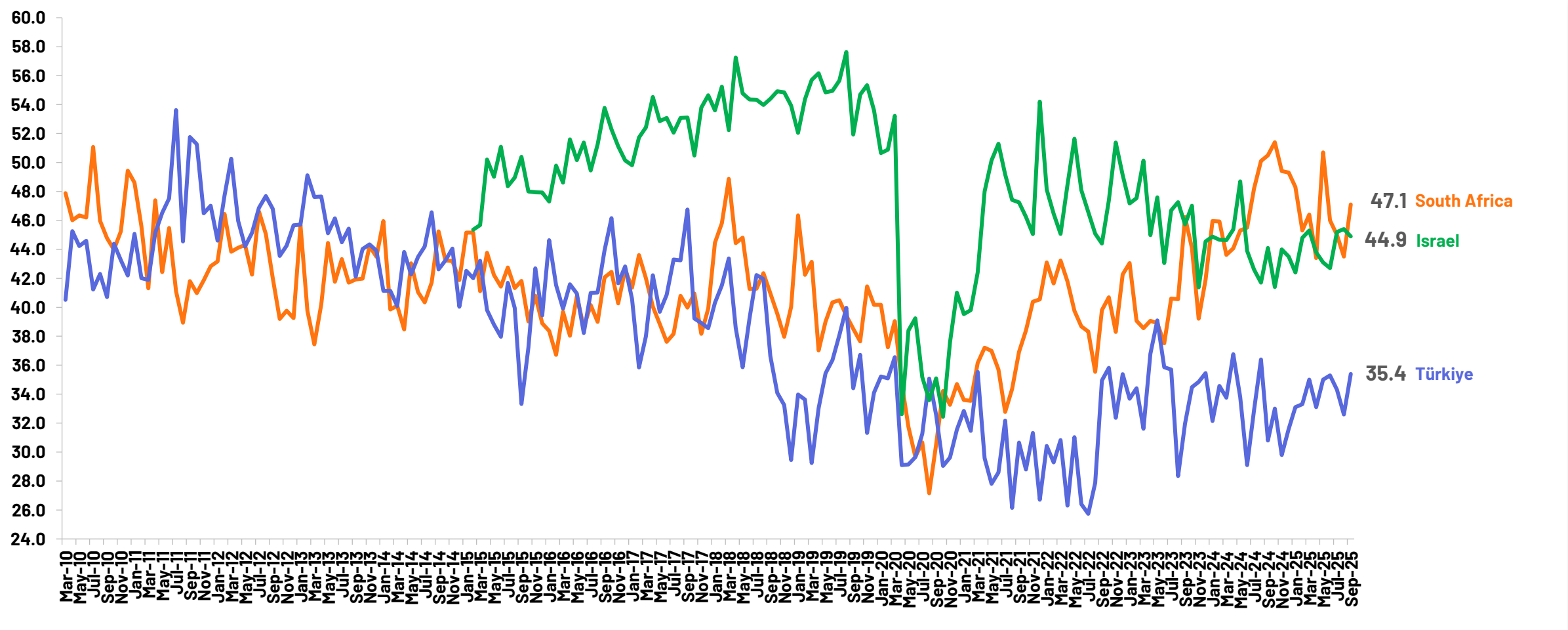
September 2025



Index based on single-month only data for all months since March 2010

Overall consumer confidence index – 16-year trend
Middle East-Africa countries

September 2025



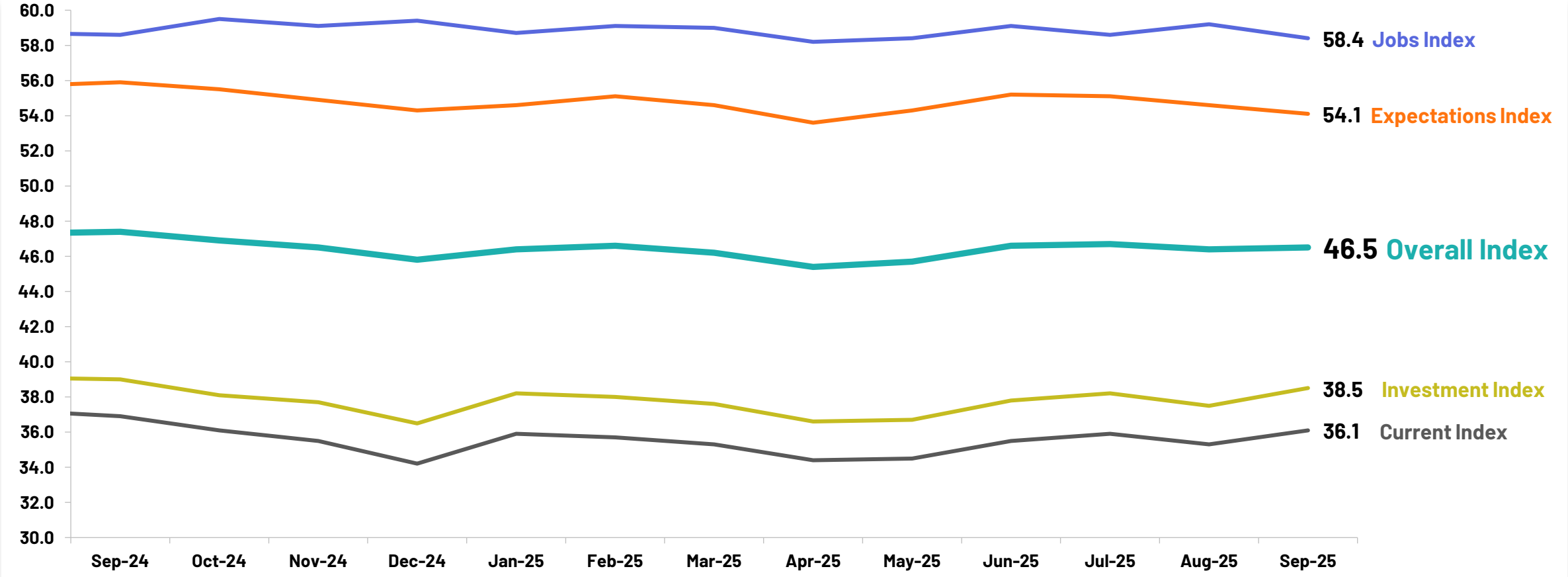
Index based on single-month only data for all months since March 2010

Global and regional trends based only on 20 legacy countries

“LIKE FOR LIKE”

All indices – 1-year trend "like for like"
Global averages based on 20 legacy countries only

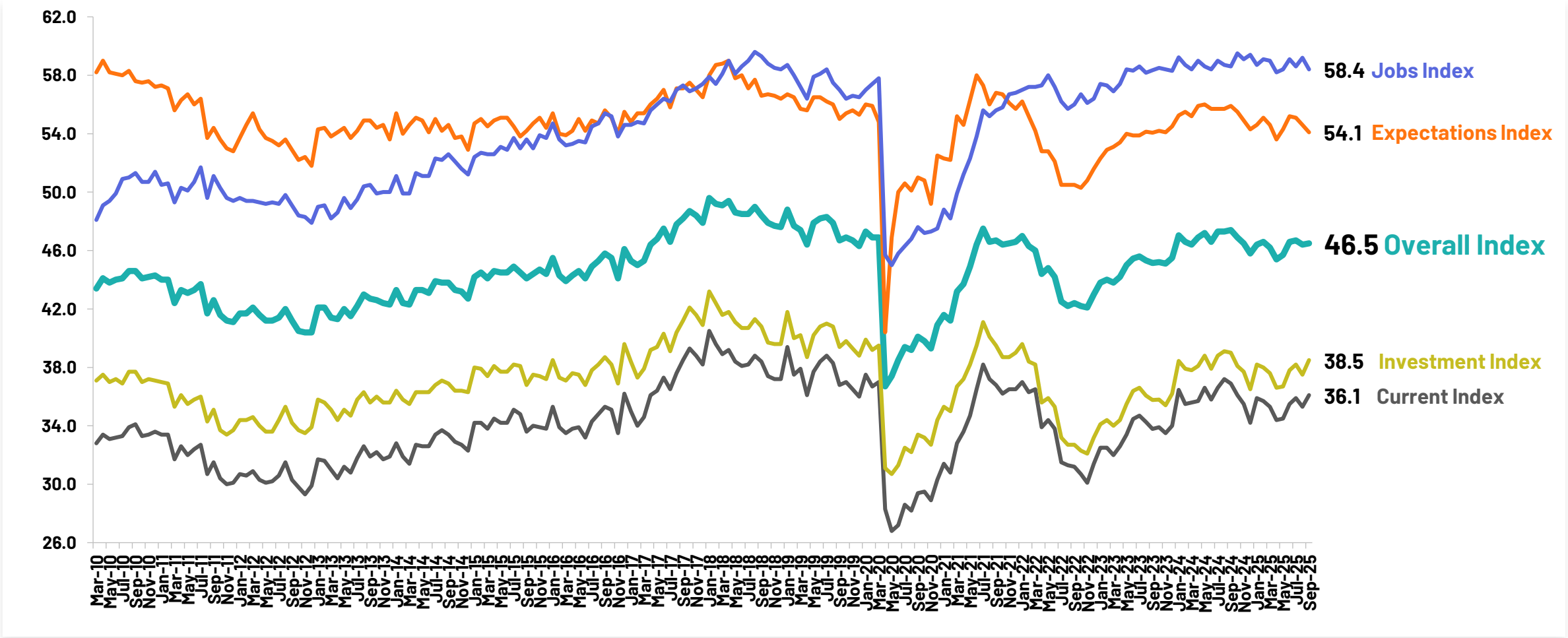
September 2025



Indices based on single-month only data for all months since March 2010
** Bases include only long-tracked countries and none of the countries added to or modified in the survey in 2023*

All indices – 16-year trend "like for like"
Global averages based on 20 legacy countries only

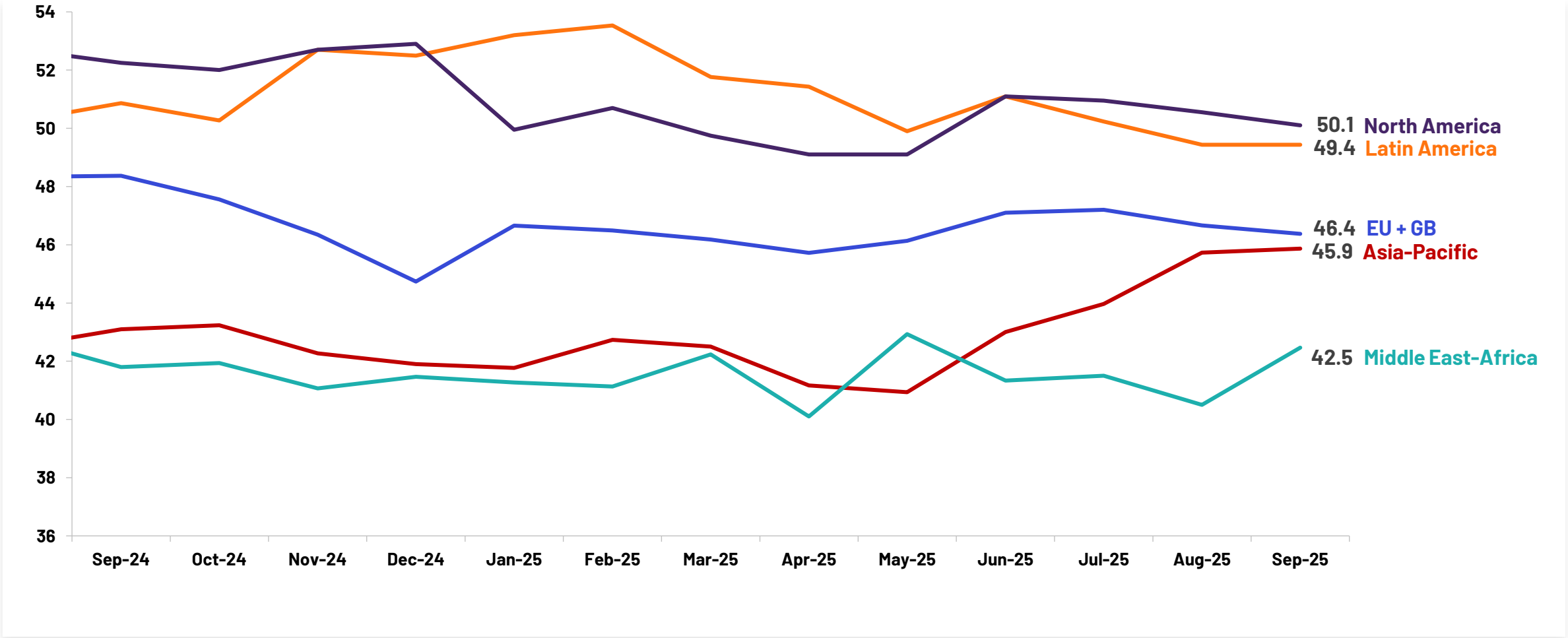
September 2025



Indices based on single-month only data for all months since March 2010
** Bases include only long-tracked countries and none of the countries added to or modified in the survey in 2023*

Overall consumer confidence index – 1-year trend "like for like" Regional averages based on legacy countries only

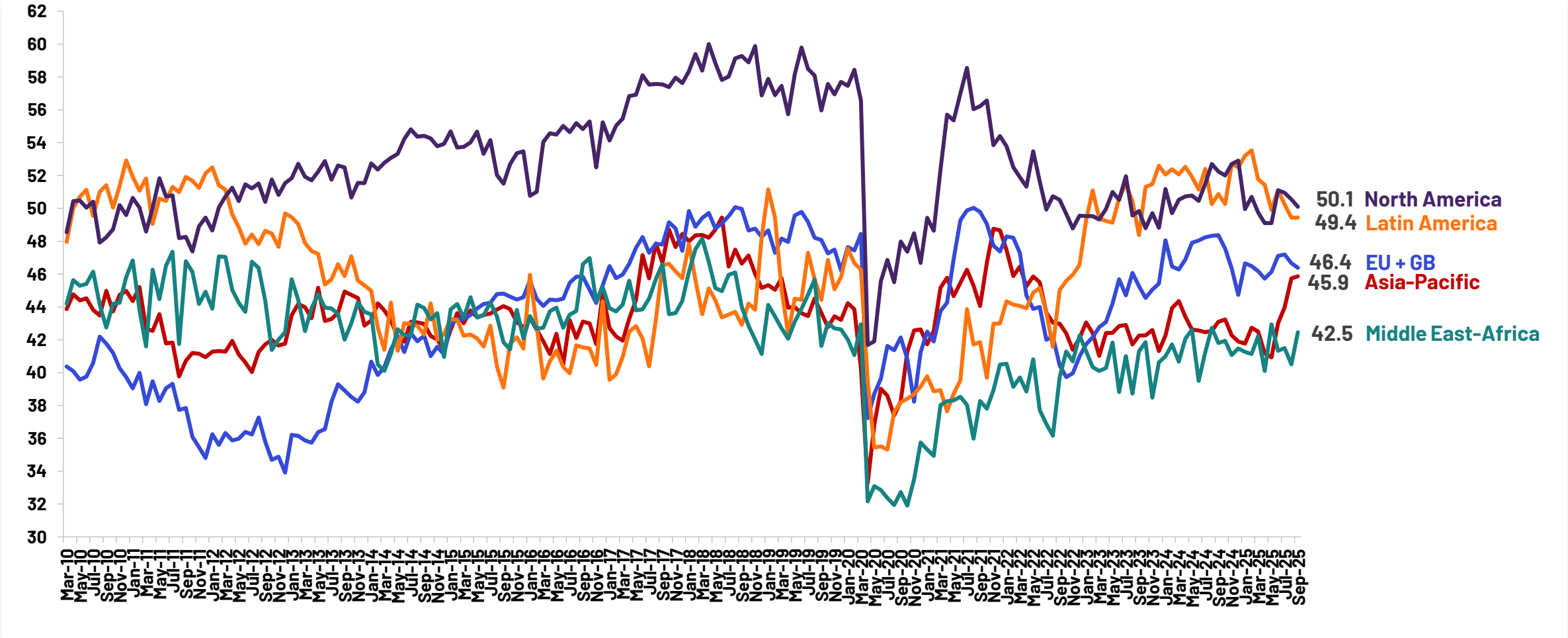
September 2025



Index based on single-month only data for all months since March 2010
** Bases include only long-tracked countries and none of the countries added to or modified in the survey in 2023*

Overall consumer confidence index – 16-year trend "like for like" Regional averages based on legacy countries only

September 2025

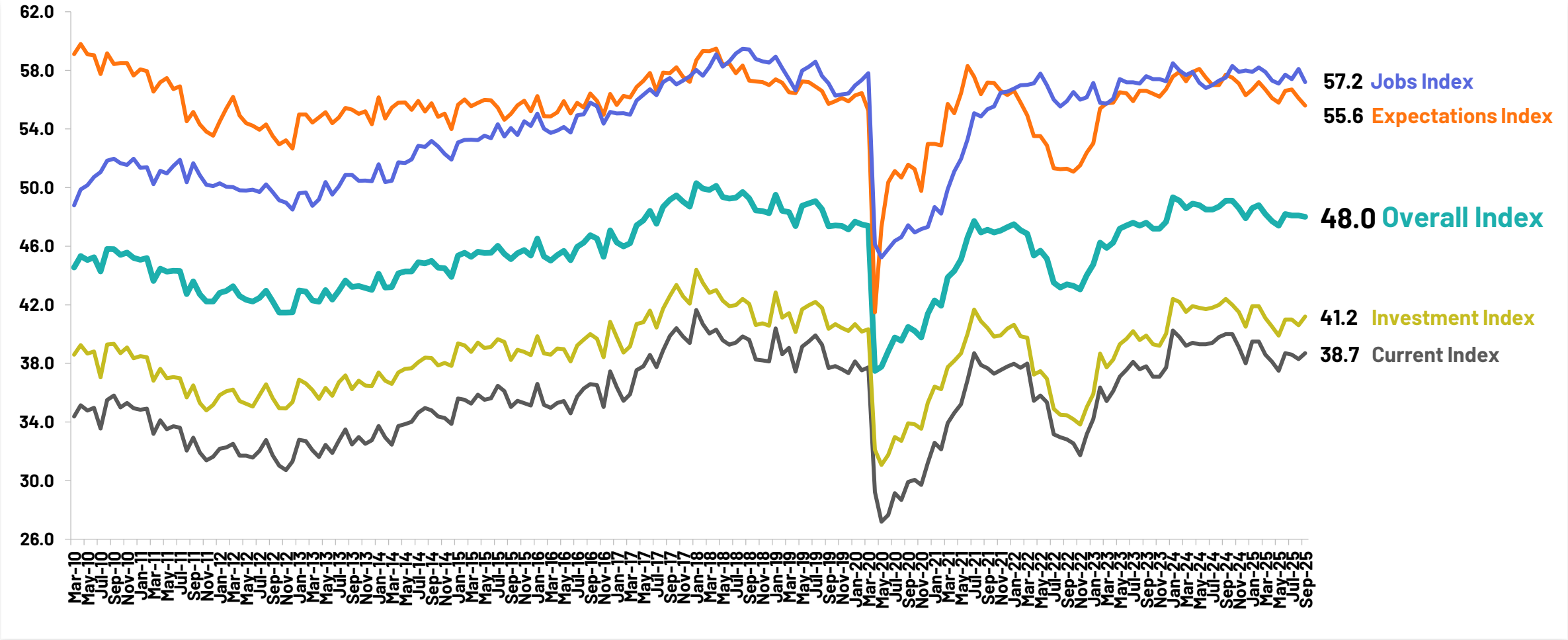


Index based on single-month only data for all months since March 2010
** Bases include only long-tracked countries and none of the countries added to or modified in the survey in 2023*

Global and regional trends based on all countries, including newly added ones

All Indices – 16-year trend
Global averages including countries added in 2023 and 2025

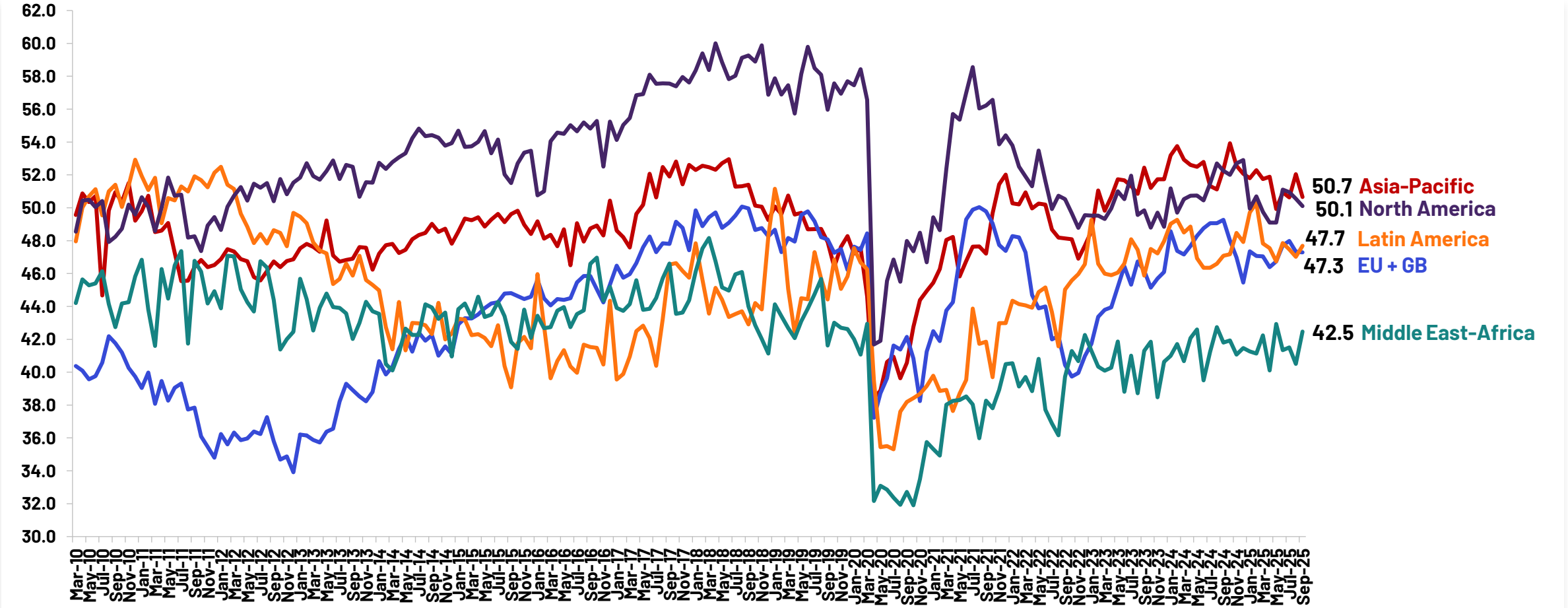
September 2025



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*

Overall consumer confidence index – 16-year trend
Regional averages <u>including</u> countries added in 2023 and 2025

September 2025

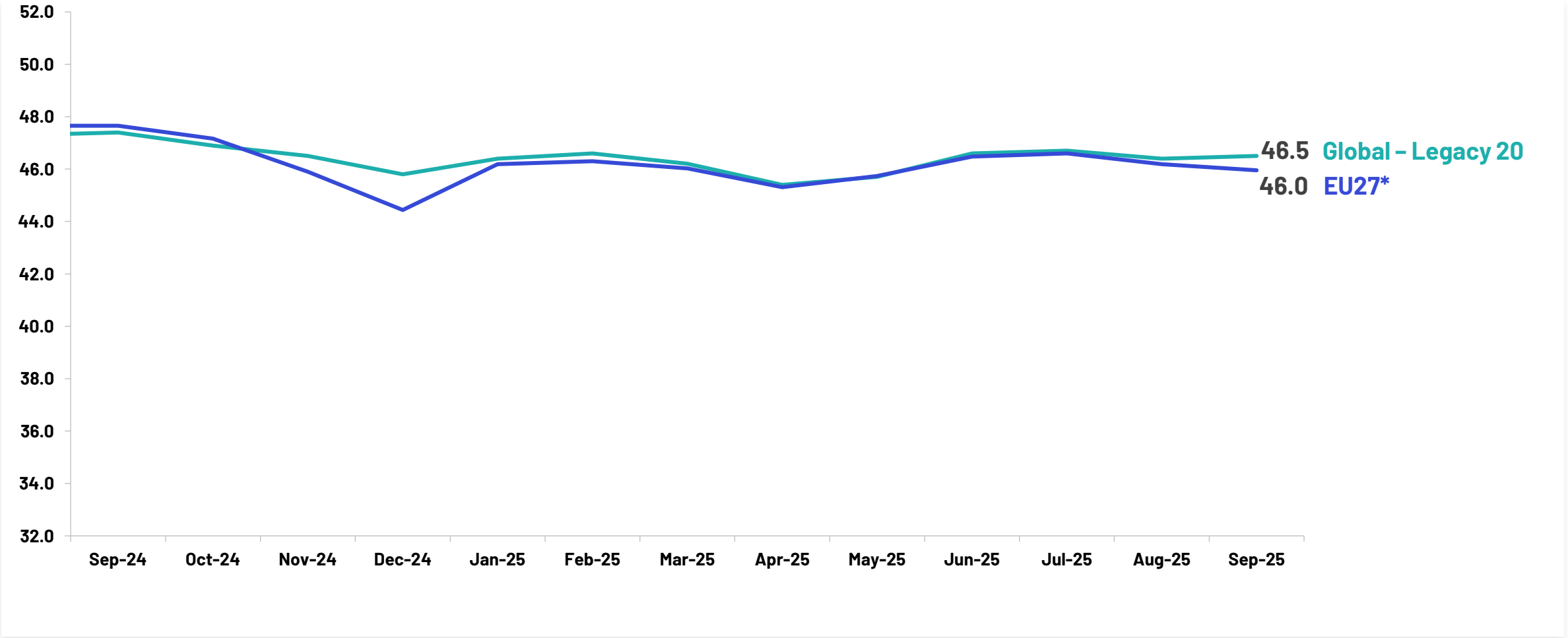


Index based on single-month only data for all months since March 2010
** Averages for any given month based on all countries surveyed that month*

EU27 trends

Overall consumer confidence index – 1-year trend "like for like" EU27 and global averages based on legacy countries only

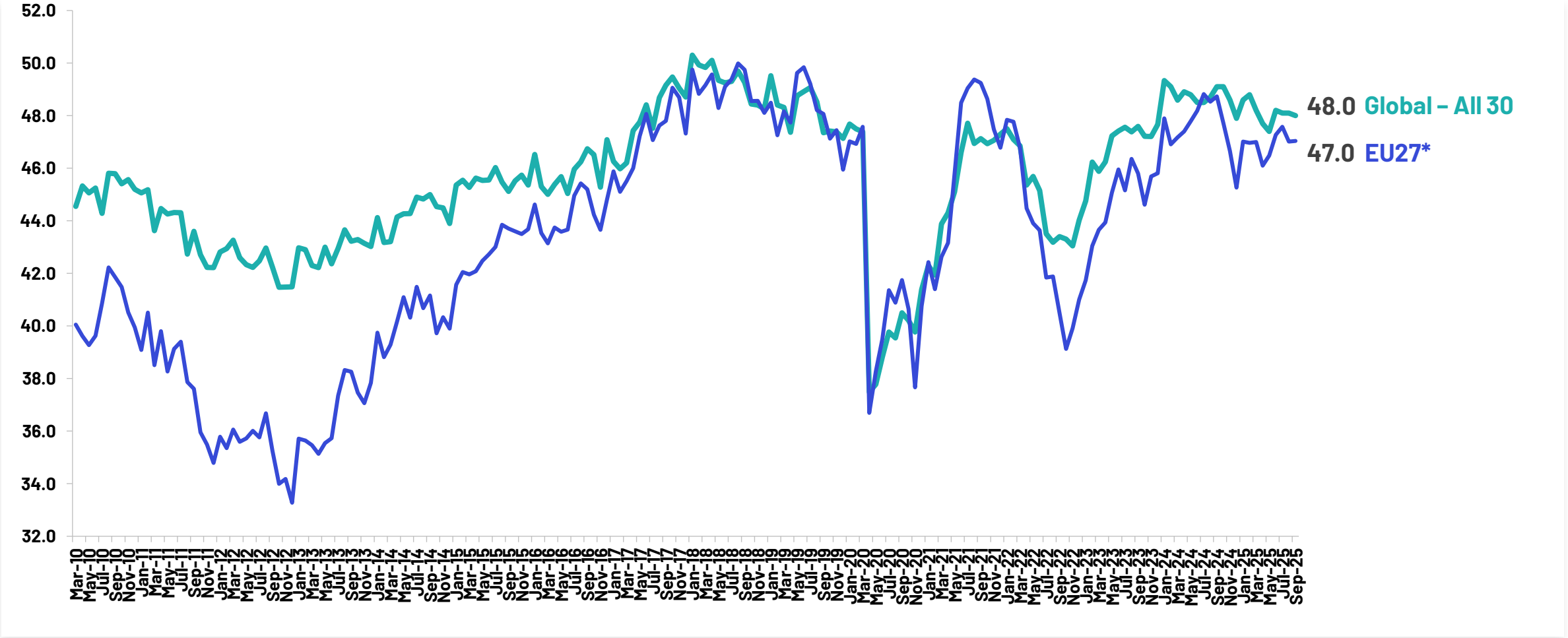
September 2025



Index based on single-month only data for all months since March 2010
** Global base includes only 20 long-tracked countries; EU27 "like for like" index is the average of indices for BE, FR, DE, HU, IT, PL, ES, and SE*

Overall consumer confidence index – 16-year trend
EU 27 and global averages including countries added in 2023 and 2025

September 2025



Index based on single-month only data for all months since March 2010

** Averages for any given month based on all countries surveyed that month; EU27 index is the average of indices for:*

BE, FR, DE, HU, IT, PL, ES, and SE from March 2010 to January 2023 | BE, FR, DE, HU, IT, PL, ES, SE, and NL from February 2023 - April 2025 | BE, FR, DE, HU, IT, PL, ES, SE, NL, and IE as of May 2025

METHODOLOGY

- These findings are based on data from a monthly 30-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 21,700 adults aged 18+ in India, 18-74 in Canada, Ireland, 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, Ireland, 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, Ireland, 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 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

COUNTRIES TRACKED (since March 2010 unless otherwise specified)

Countries	Asia-Pacific	EU + GB	Latin America	North America	Middle East - Africa	G7
Argentina			x			
Australia	x					
Belgium		x				
Brazil			x			
Canada				x		x
Chile			x (added Feb '23)			
Colombia			x (added Feb '23)			
France		x				x
Germany		x				x
Great Britain		x				x
Hungary		x				
India	x (modified Feb '23)					
Indonesia	x (added Feb '23)					
Ireland		x (added May '25)				
Israel					x (added Feb '15)	
Italy		x				x
Japan	x					x
Malaysia	x (added Feb '23)					
Mexico			x			
Netherlands		x (added Feb '23)				
Peru			x (added Feb '23)			
Poland		x				
Singapore	x (added Feb '23)					
South Africa					x	
South Korea	x					
Spain		x				
Sweden		x				
Thailand	x (added Feb '23)					
Turkey					x	
United States				x		x

The regional and global averages reported in this document do not include data from any country or territory other than those listed in the above table.

CONTACT

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