

Highlights from Market Essentials

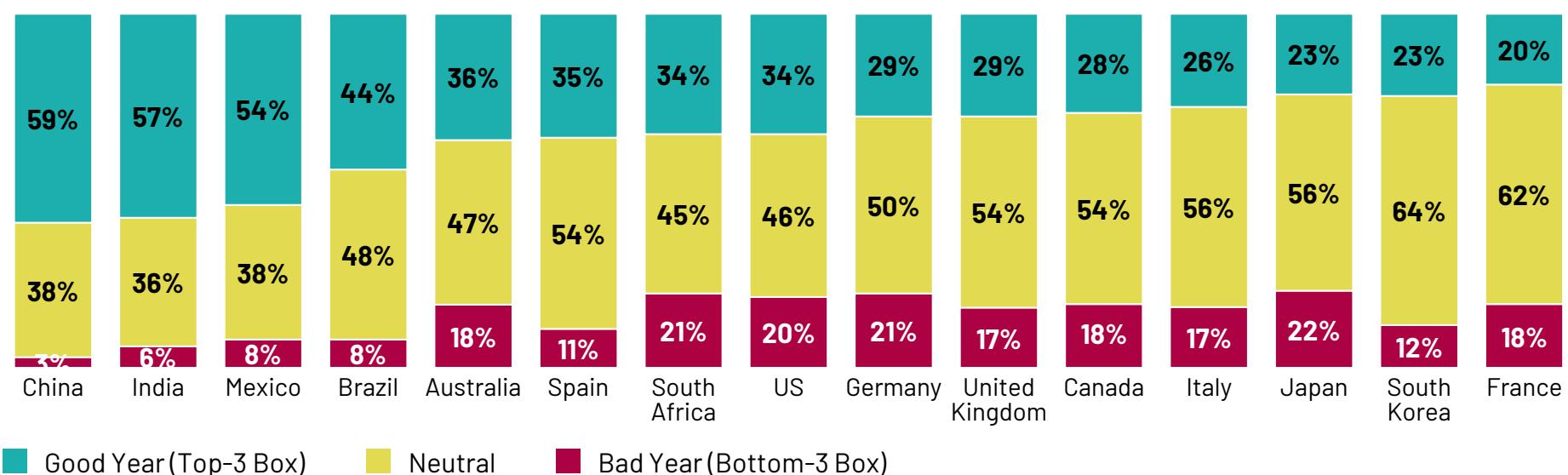
2025 shaped up to be a fairly good year for many, prompting hope for the year to come

Insights based on Global Country Average across 15 countries where Market Essentials survey is conducted.

December 2025

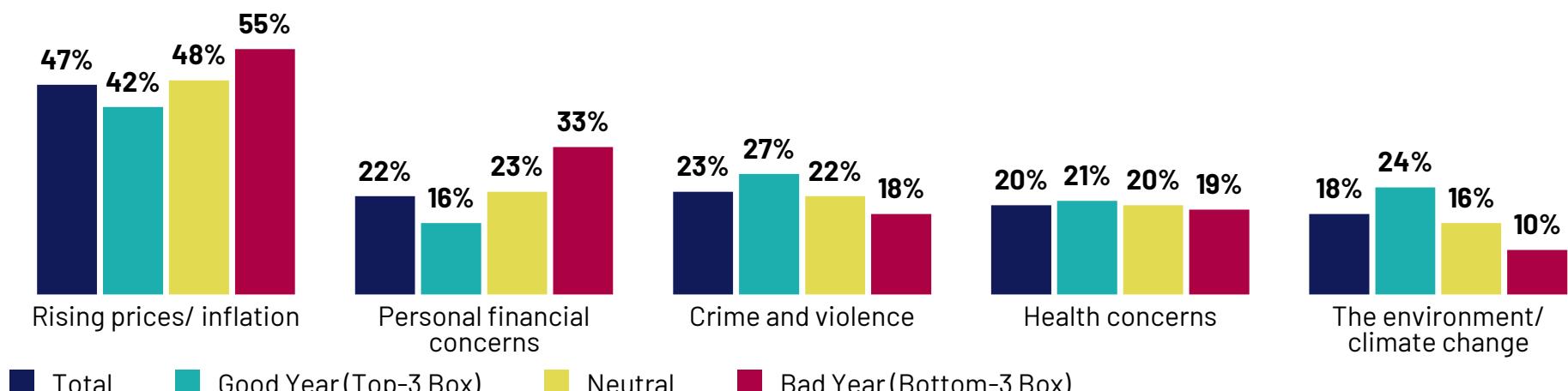
Overall, 2025 was not a bad year for most, largely viewed as neutral or positive

Rating of 2025 on Scale of 1 ("terrible") to 10 ("excellent")



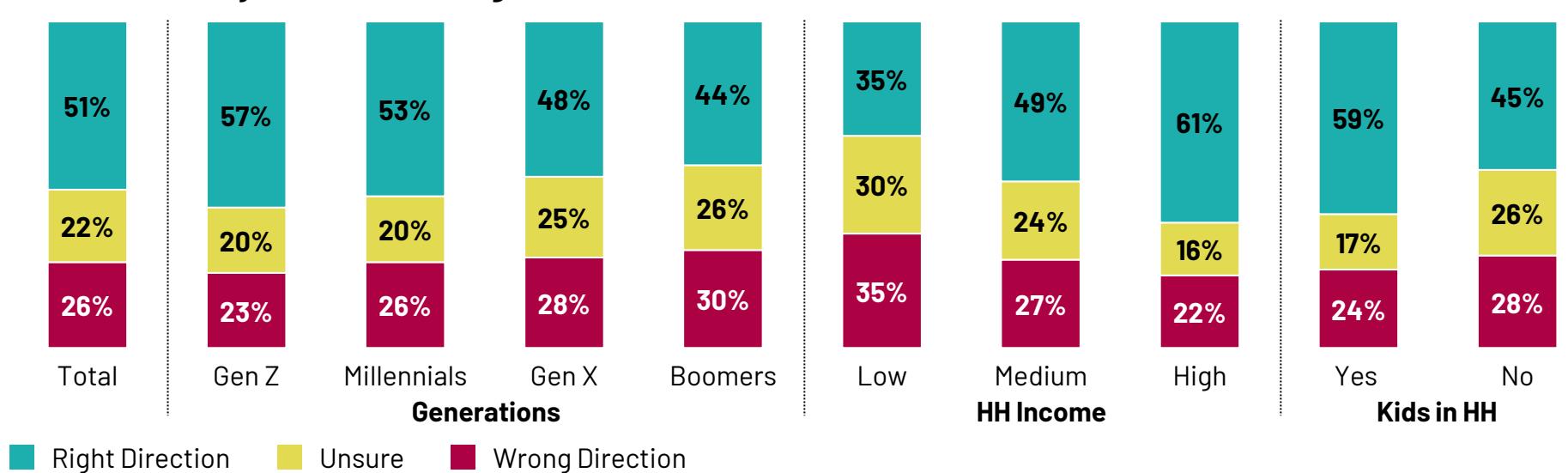
Those who rated the year poorly are more concerned with finances and rising prices

Top Concerns by Ratings of 2025 | First and Second Concerns



There is hope for 2026 – half feel their quality of life is heading in the right direction, led by high income earners and parents

Direction Quality of Life is Heading



For more insights, country detail, or subscription information, contact essentials@ipsos.com

Ipsos Market Essentials monitors how people across the globe navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions. Each month Ipsos surveys consumers in 15 countries, including: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, the UK and the US.