

BRC Consumer Sentiment Monitor

June 2025

An analysis of UK consumer sentiment based on financial status,
shopping behaviours and attitudes





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Headline commentary

Consumer Sentiment Monitor – June 2025



Dr Kris Hamer, Director of Insight | British Retail Consortium

“Consumer confidence improved for the second month in a row, reaching its highest level since Christmas, albeit still firmly in negative territory. Gen Z saw the biggest improvement, in both economic outlook and their expectations of their future finances, with younger generations remaining the most optimistic about the future. This rising optimism may also reflect the increase in minimum wage from April, with many younger people expected to have seen a significant uplift in their pay packet. Expectations of future spending – both in retail and more generally – rose slightly, with more spending on groceries planned over the coming months.

The Chancellor’s Spending Review laid out some big spending commitments, with the BRC welcoming its promises on skills, police and transport spending. However, with retail already paying a disproportionate tax burden compared to other industries, it is vital the Government does not balance the books on the backs of retailers and their customers. While we welcome reforms to the broken business rates system, it is vital that no shop ends up paying more as a result. With retail accounting for 5% of the economy and paying 21% of the total business rates bill, levelling the playing field would unlock investment and jobs in high streets and town centres all over the country, supporting the UK’s economic growth.”

Executive Summary

Consumer Sentiment Monitor – June 2025

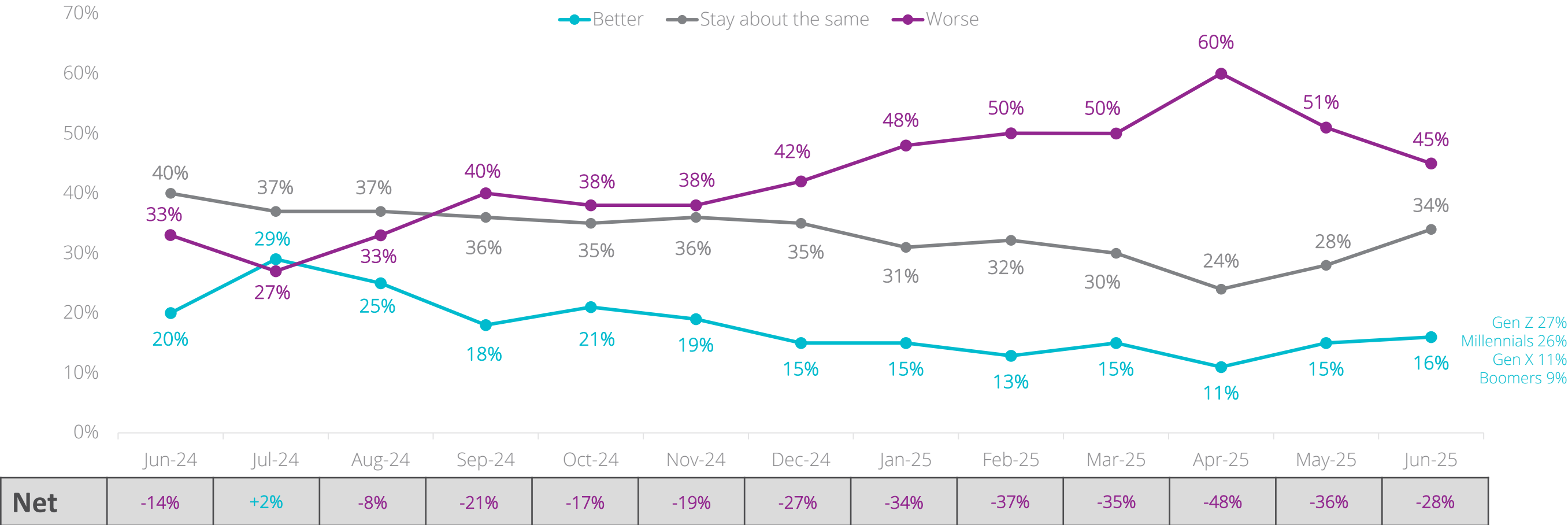
A Survey of 2,000 UK consumers weighted to be Nationally Representative. Consumers are surveyed monthly about their financial status, shopping behaviours, and other topical issues.

- Sentiment around the economy has improved with expectations at the best they have been in 2025 however they are still overwhelmingly negative.
- Confidence in current personal financial situations is stable, while expectations for future finances have improved to the levels recorded in January 2025.
- The proportion of people with debt has slightly increased in this period, while projected retail spend is slightly up after a small dip last month.
- More people are spending on dining out/takeaways this month, with other activities remaining stable compared to May.
- Nearly half of consumers continue to plan to go on holiday during June-August, with August remaining the most popular month. Overall, consumers are spending more on average on their holidays compared to this time last year, with spending up 4.6%.
- The public thinks more money should be spent on their local high street, and nearly half think there has not been any real investment in their local high street in the last 5 years.

Sentiment around the economy has improved with expectations at the best they have been in 2025 however they are still overwhelmingly negative

Over the next 3 months, do you expect the state of the UK economy to get better or worse?

Total sample



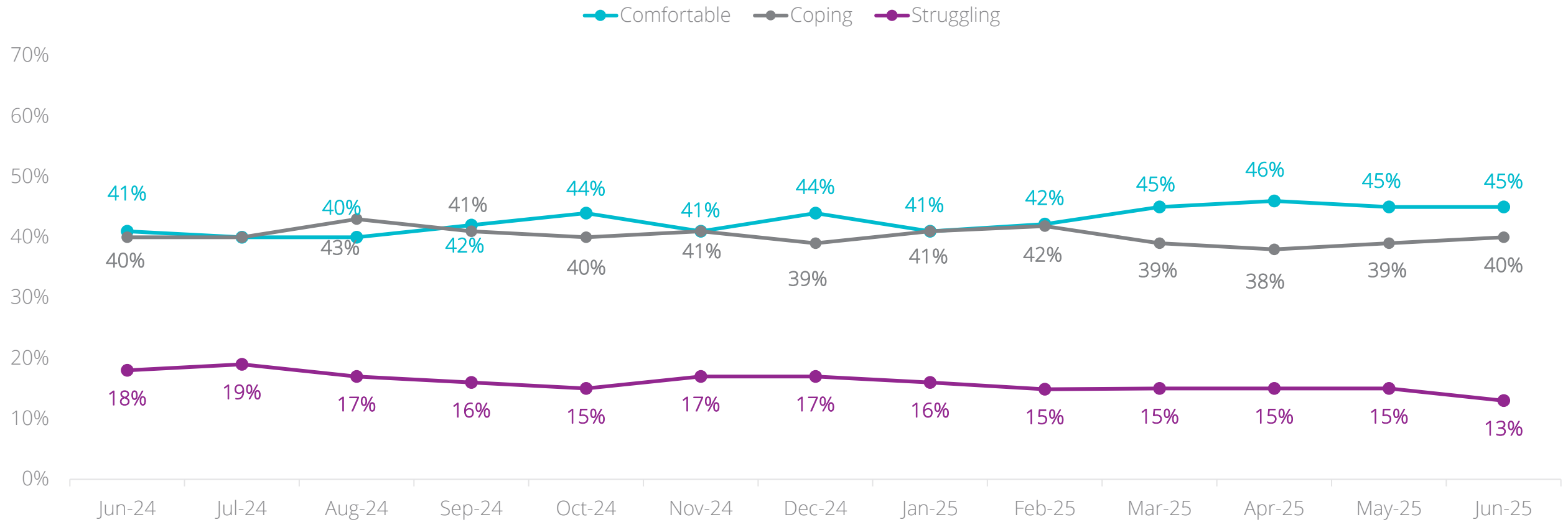
Q2. Over the next 3 months, do you expect the following to get better or worse? State of the UK economy. Base size (2,000)

*Some net figures may be impacted by rounding differences

Those describing themselves as struggling has been steadily decreasing since November 2024

What is the best way to describe your current financial situation?

Total sample



Net	+23%	+22%	+23%	+26%	+29%	+23%	+27%	+25%	+27%	+30%	+32%	+30%	+32%
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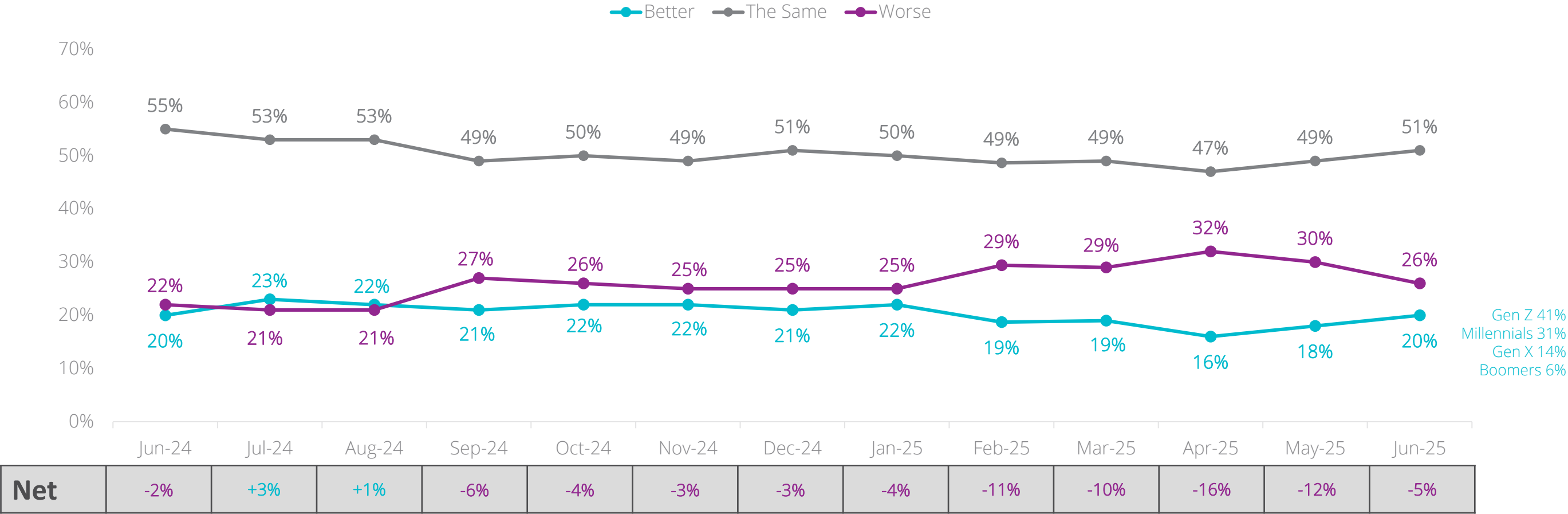
Q1. What is the best way to describe your current financial situation? (Base size: 2,000)

*Some net figures may be impacted by rounding differences

Expectations for future personal finances are at their best since January 2025

Over the next 3 months do you expect your personal finances to get better or worse?

Total sample



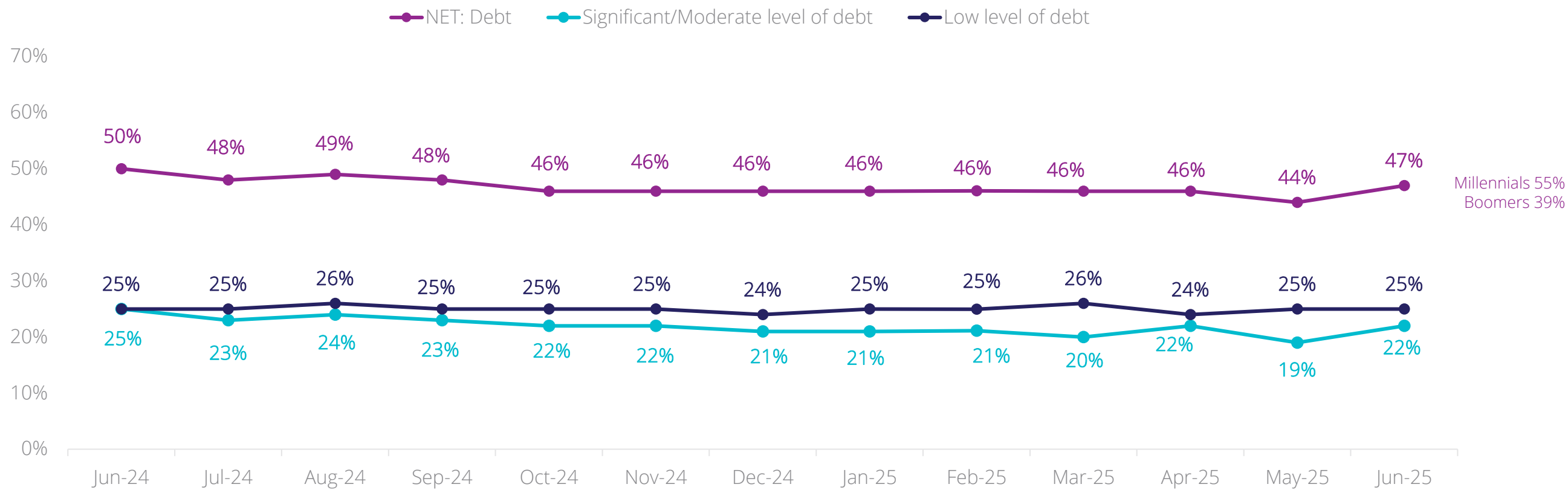
Q2. Over the next 3 months, do you expect the following to get better or worse? Your Personal Finances. Base size (2,000)

*Some net figures may be impacted by rounding differences

The proportion of people with debt has slightly increased this month

What is your perception of the overall level of consumer debt you currently hold?

Total sample



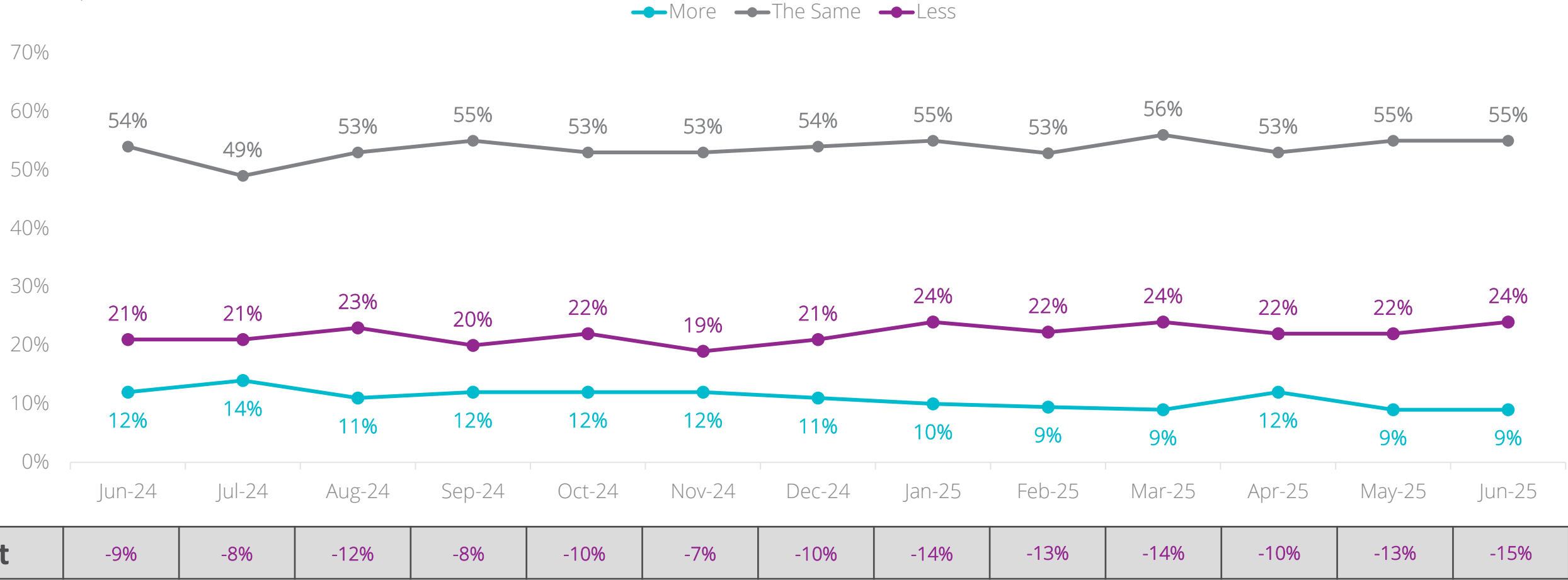
Q7. What is your perception of the overall level of consumer debt you currently hold? By ‘consumer debt’ we mean any debt used to purchase goods or services for personal consumption. This includes bank overdrafts, credit card balances, personal loans etc. but excludes mortgages and student debt. Base size: (2,000)

*Some net figures may be impacted by rounding differences

The proportion of people expecting to borrow less has slightly increased this month

What are your expectations for borrowing over the next 3 months?

Total sample



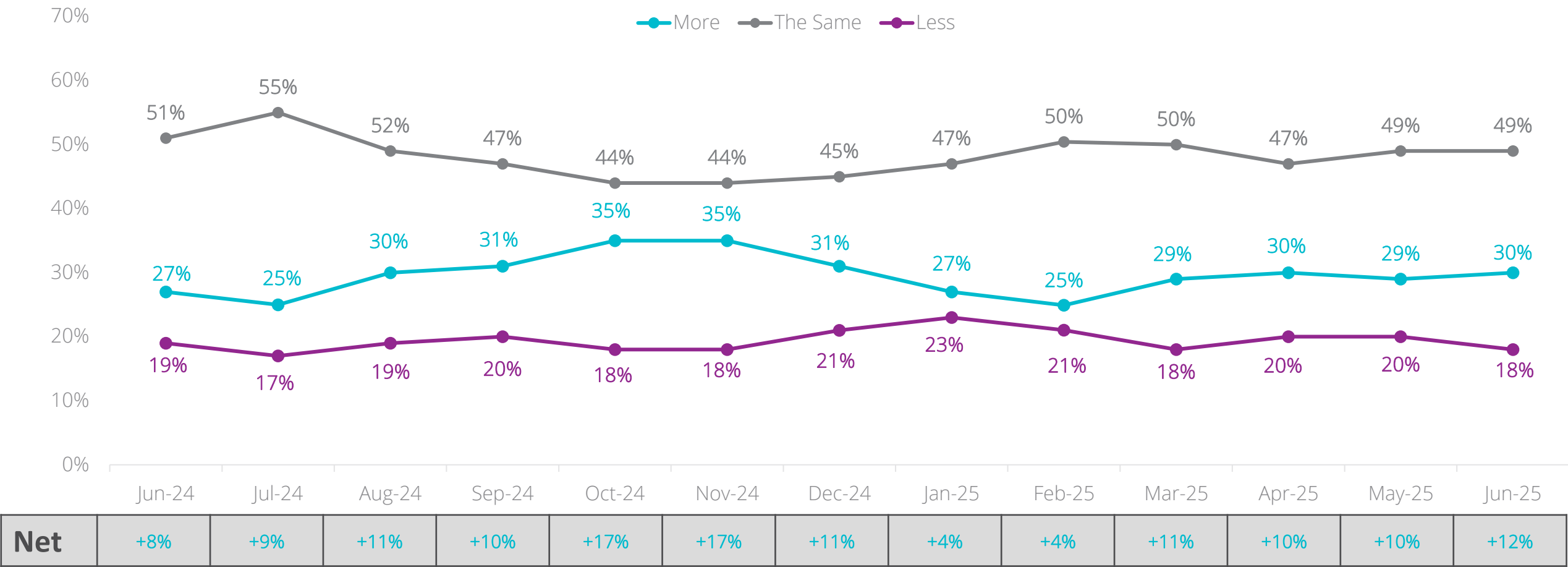
Q6. What are your expectations for borrowing over the next 3 months? Please only think about loans, overdrafts, credit etc. and not about mortgages. By 'usual' we'd like you to think about your typical borrowing habits. Base size: (2,000)

*Some net figures may be impacted by rounding differences

Expectations for spending over the next 3 months remain stable

What do you plan to do in relation to your spending over the next 3 months?

Total sample



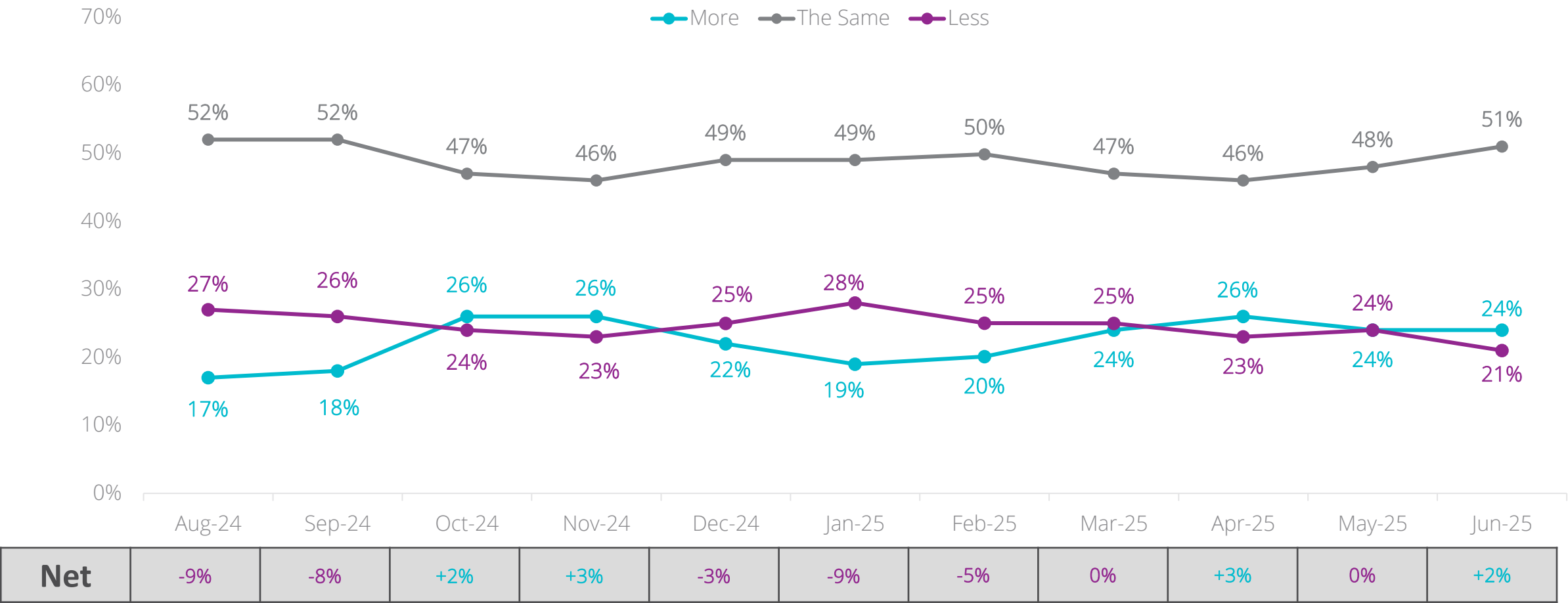
Q3. What do you plan to do in relation to your spending over the next 3 months? By 'usual' we'd like you to think about your typical spending habits. Base size: (2,000)

*Some net figures may be impacted by rounding differences

Projected retail spend is slightly up after a small dip in May

Reflecting on your retail spend across different categories, overall do you expect to spend more or less on retail items over the next 3 months?

Total sample

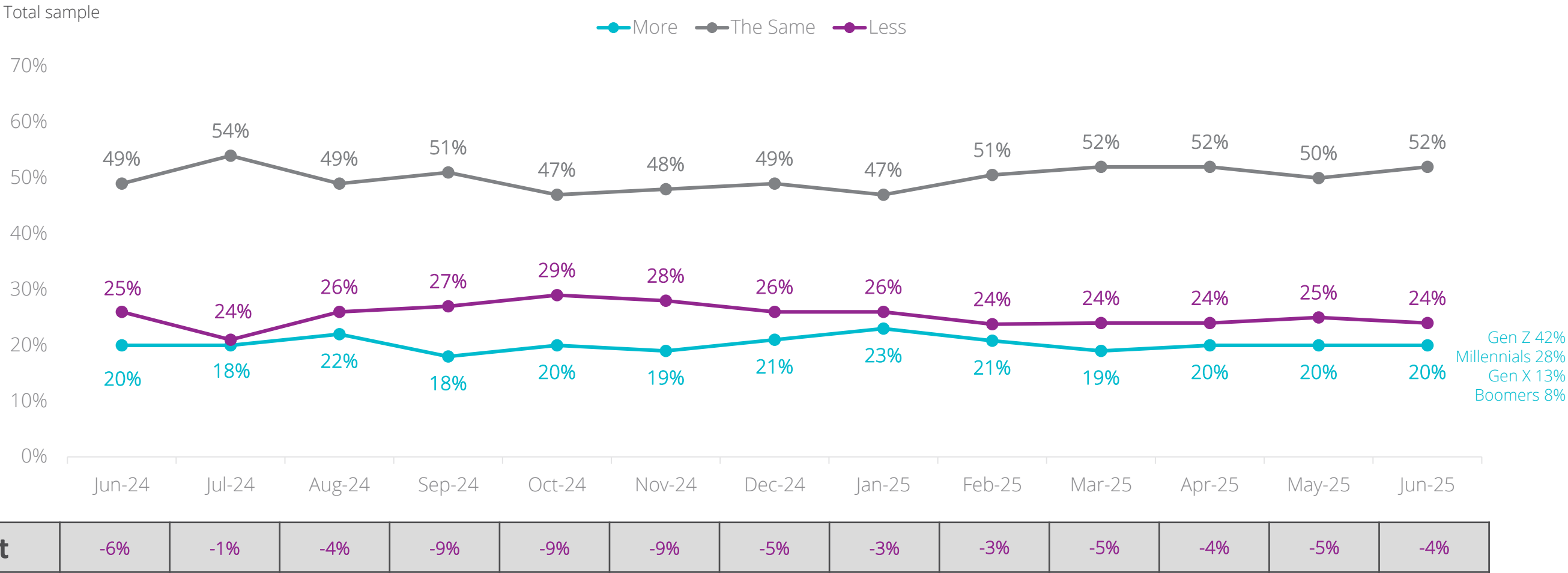


Q10. Reflecting on your retail spend across different categories, overall do you expect to spend more or less on retail items over the next 3 months? Base size: (2,000)

*Some net figures may be impacted by rounding differences

Saving expectations have remained stable since December. Gen Z remain the most avid savers

What are your expectations for saving over the next 3 months?



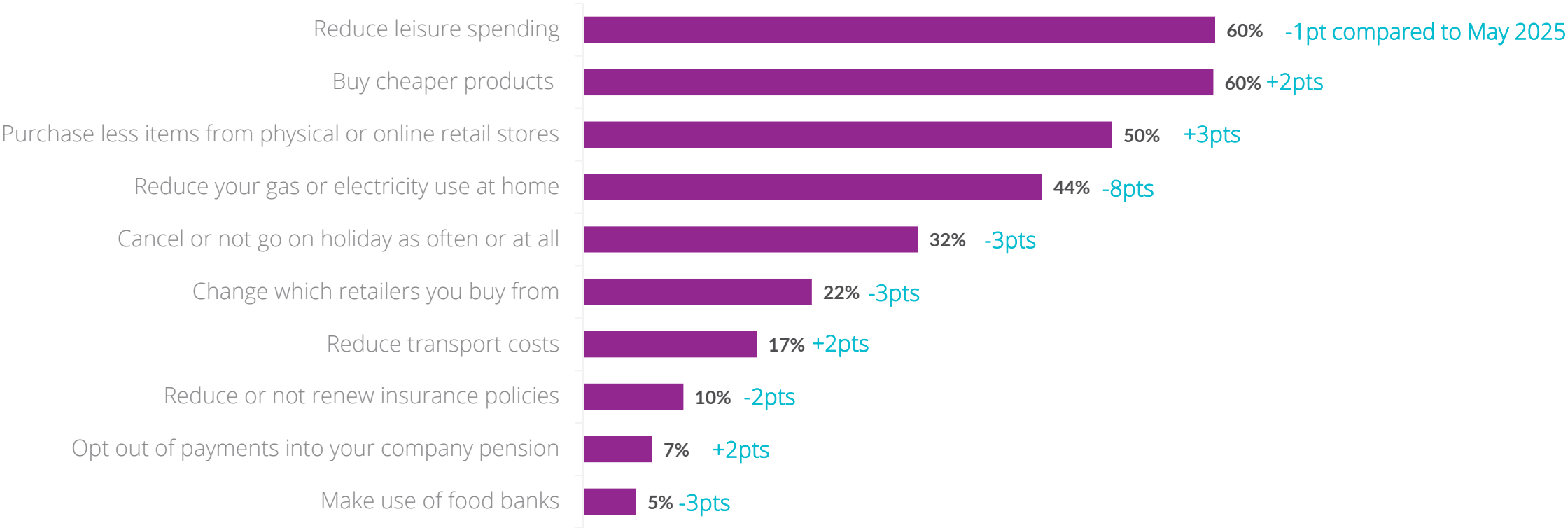
Q5. What are your expectations for saving over the next 3 months? By 'usual' we'd like you to think about your typical saving habits. Base size (2,000)

*Some net figures may be impacted by rounding differences

Notably, fewer people are planning to reduce their gas or electricity use in the home as a way of reducing costs. Reducing leisure spending and buying cheaper products remain the main cost-saving methods

What, if anything, do you plan to do to reduce your outgoing costs over the next 3 months?

All those who plan to reduce spending

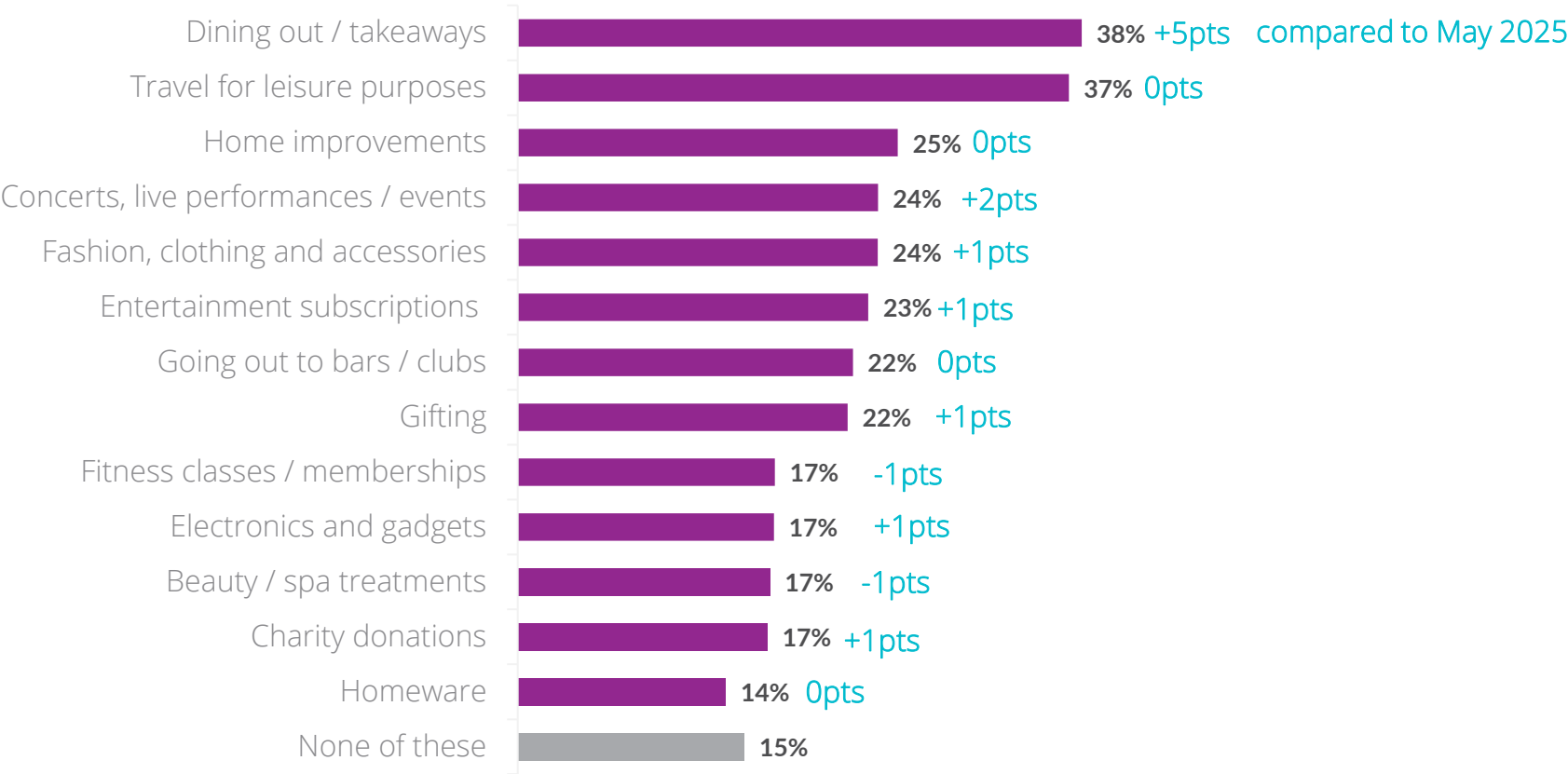


Q4. What, if anything, do you plan to do to reduce your outgoing costs over the next 3 months? Please select all that apply. Base size: (354)

More people are spending on dining out/takeaways this month, with other activities remaining stable compared to last month

Over the next 3 months, which of the following would you say are your non-essential spending priorities?

Total sample

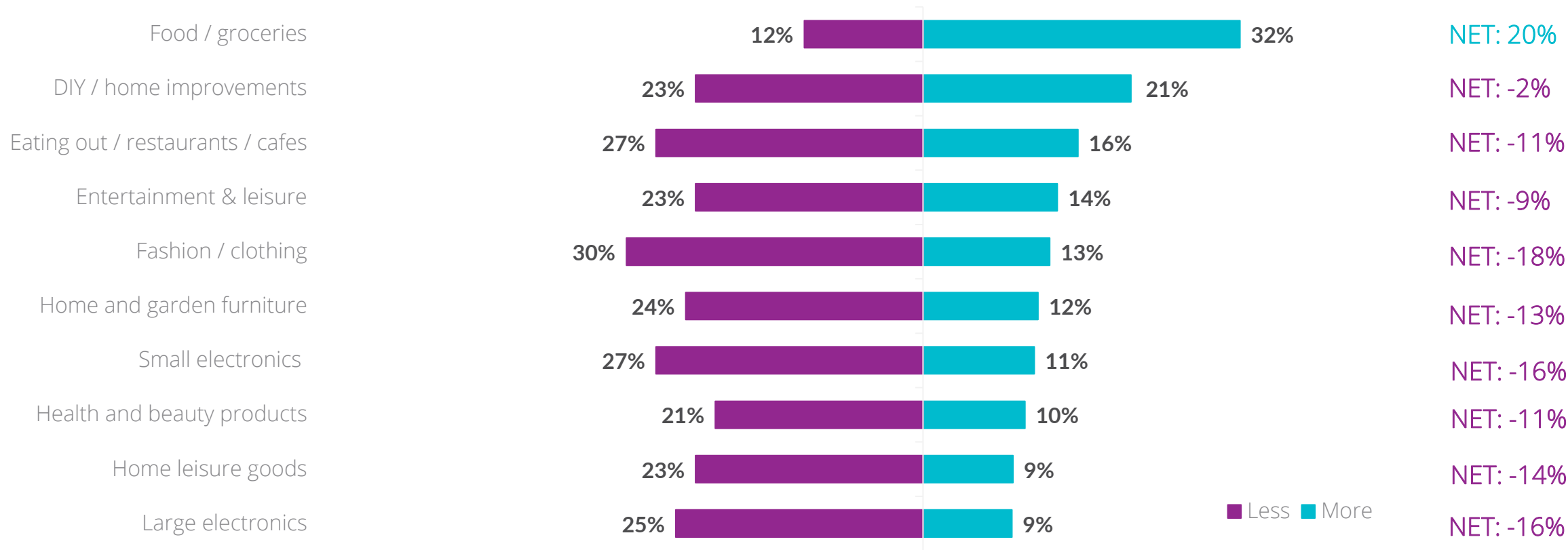


Q8. Non-essential spending is optional / discretionary spend for goods or services that are not necessary for maintaining a minimum standard of living. With this in mind, over the next 3 months, which of the following would you say are your non-essential spending priorities? Please select all that apply. Base (2,000)

Food and groceries continue to be the category where people expect to spend more than they have been

What are your expectations for spending on the following retail categories over the next 3 months, compared to the previous 3 months?

Total sample

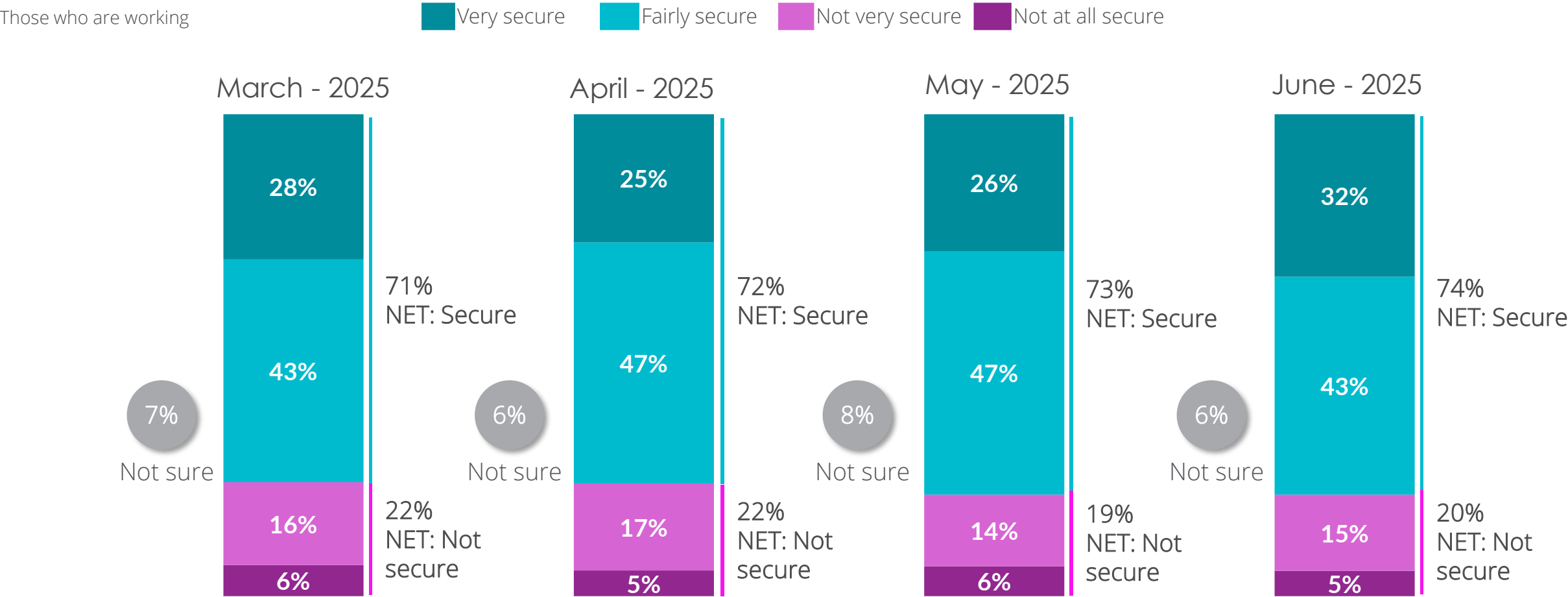


Q9. What are your expectations for spending on the following retail categories over the next 3 months, compared to the previous 3 months? Base size: (2,000)

*Some net figures may be impacted by rounding differences

Job security is slowly trending up over 2025

Thinking about your employment situation, how secure do you feel in your current job?



Q11. Thinking about your employment situation, how secure, if at all, do you feel in your current job? Base: All working (1210)

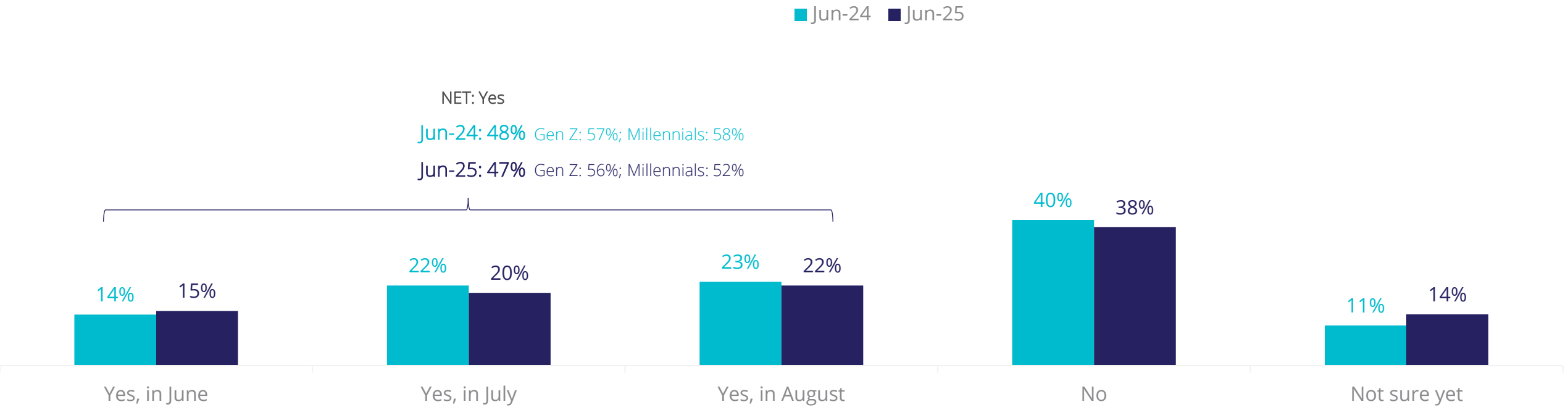
*Some net figures may be impacted by rounding differences

Ad-hoc

Nearly half of consumers continue to plan to go on holiday during the summer months, with August remaining the most popular month

Do you have any plans to go on holiday, or take a short break, in the next 3 months (June – August)?

Total sample



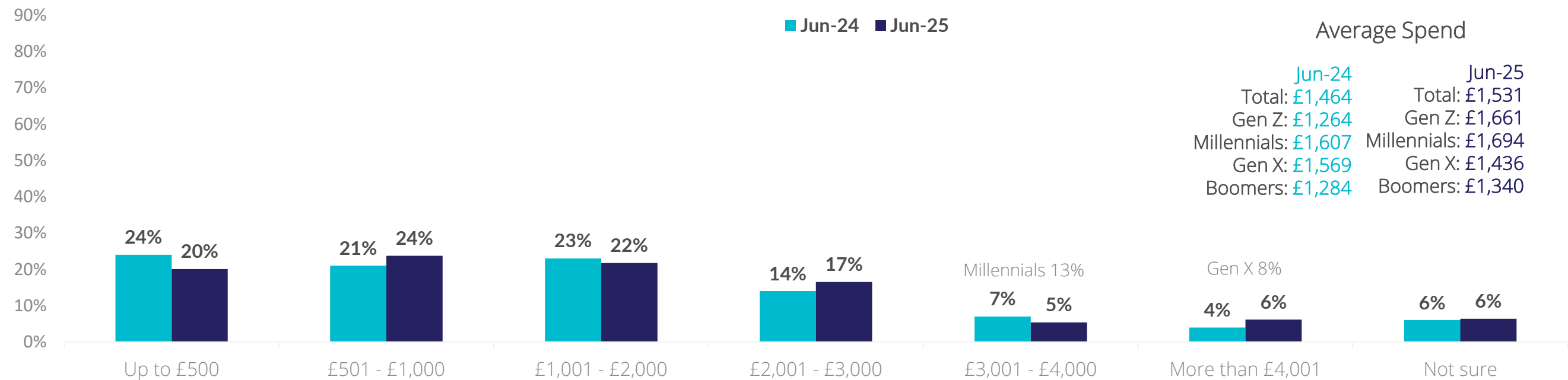
*Some net figures may be impacted by rounding differences

Q12. Do you have any plans to go on holiday, or take a short break, in the next 3 months (June – August)? Base size: (2,000)

Overall, consumers are spending more on average on their holidays compared to this time last year, with spend up 4.6%

How much will you spend going on holiday, or taking a short break, over the next 3 months (June – August)?

All those going on holiday or taking a short break in June - August

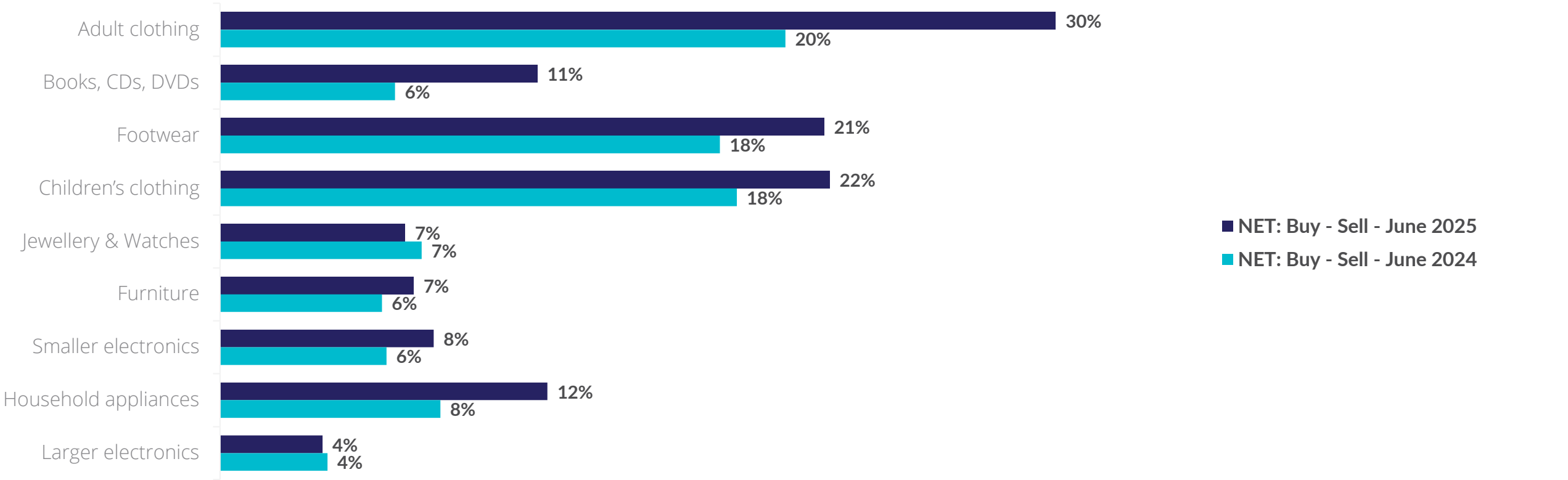


Q13. How much will you spend going on holiday, or taking a short break, over the next 3 months (June – August)? By spend we mean any money used for travel, accommodation, spending money etc. If you are going on multiple holidays or breaks, please think about the next trip you're taking. Answer based on how much you're contributing to the trip, not the cost of the trip in total. Base size: (950-965)

Net purchases are higher year-on-year for all categories except jewellery, watches, and large electronics

Have you bought or sold any of the following second-hand or used products in the past 3 months?

Total sample

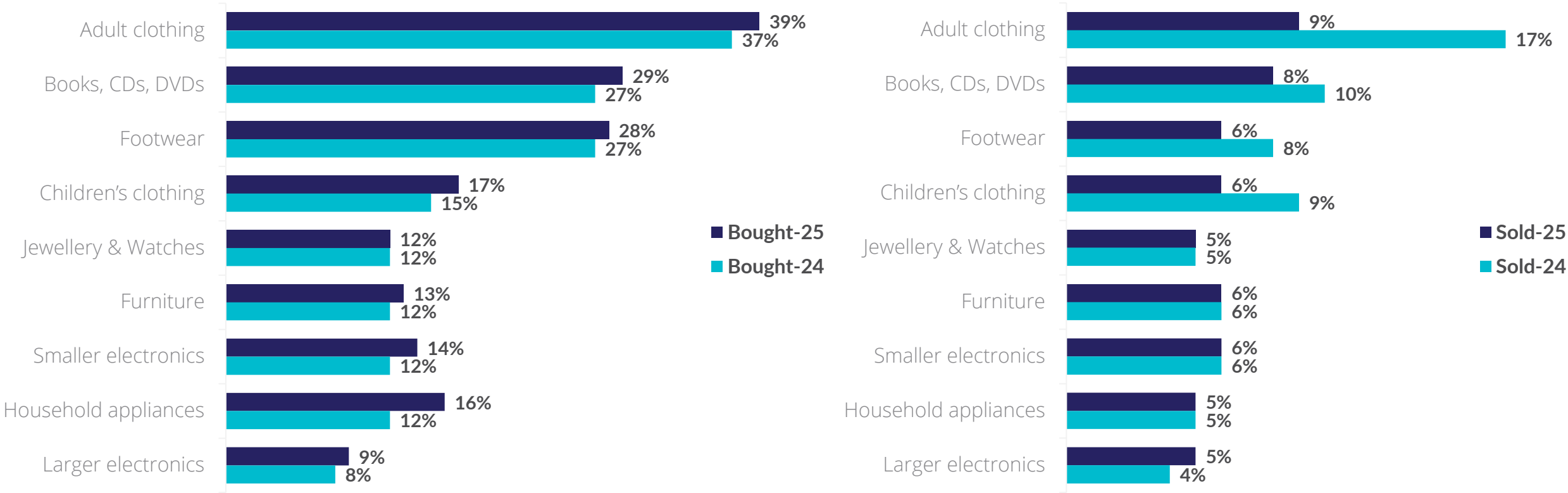


Q14. Have you bought or sold any of the following second-hand or used products in the past 3 months? Base size: (2,000)

People are selling less and buying more in 2025 compared to 2024 , particularly adult clothing, books, footwear and household appliances

Have you bought or sold any of the following second-hand or used products in the past 3 months?

Total sample

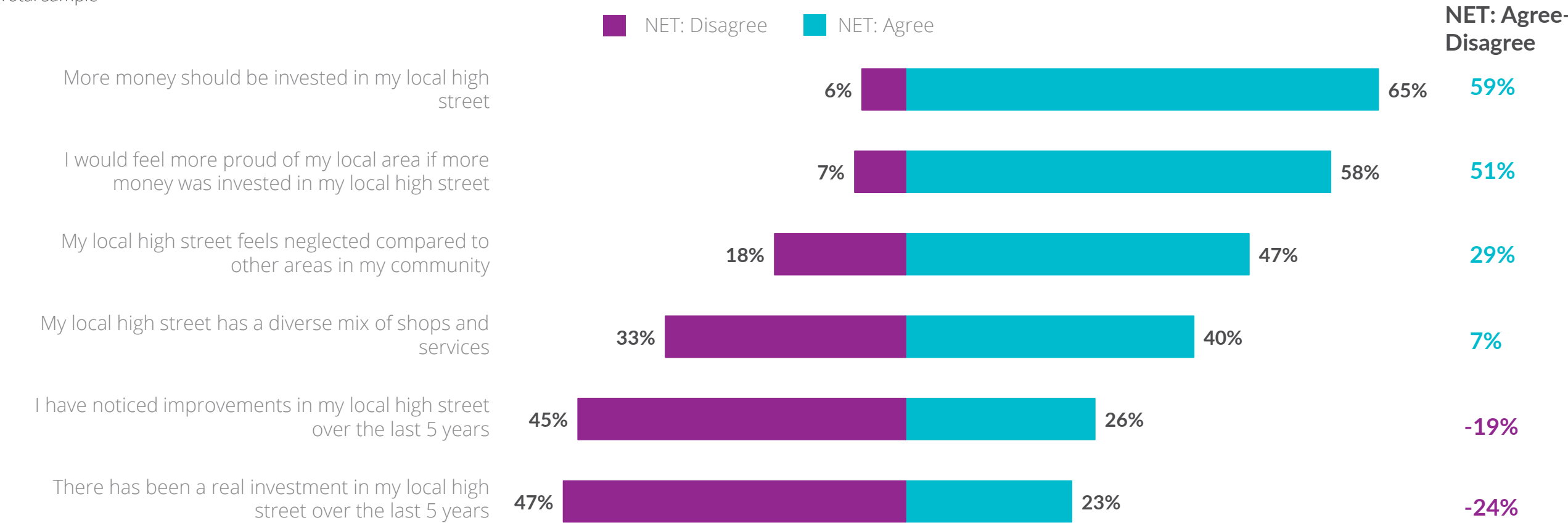


Q14. Have you bought or sold any of the following second-hand or used products in the past 3 months? Base size: (2,000)

The public thinks more money should be spent in their local high street, and nearly half think there has not been any real investment in their local high street in the last 5 years

How much do you agree or disagree with the following statements on your local high street? (NEW June-25)

Total sample



Q15. How much do you agree or disagree with the following statements on your local high street? Base size: (2,000)

*Some net figures may be impacted by rounding differences

THE BRITISH RETAIL CONSORTIUM

The BRC's purpose is to make a positive difference to the retail industry and the customers it serves, today and in the future.

Retail is an exciting, dynamic and diverse industry which is going through a period of profound change. Technology is transforming how people shop; costs are increasing; and growth in consumer spending is slow.

The BRC is committed to ensuring the industry thrives through this period of transformation. We tell the story of retail, work with our members to drive positive change and use our expertise and influence to create an economic and policy environment that enables retail businesses to thrive and consumers to benefit. Our membership comprises over 5,000 businesses delivering £180bn of retail sales and employing over one and half million employees.



BRITISH RETAIL CONSORTIUM

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Opinium works with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. It uses the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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